

Engl.

THE AUTHOR & JOURNALIST



ANNUAL
FORECAST
NUMBER



Fiction Marketing Chart
and
HANDY MARKET LIST



Market Forecasts by

WILLARD E. HAWKINS,
H. BEDFORD-JONES,
DAVID RAFFELock,
AUGUST LENNIGER and
JOHN T. BARTLETT

MARCH, 1931 ❖ 20 CENTS

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Says J. Frank Davis, Successful Author

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February
Tenth,
1931.

Dear Willard E. Hawkins:

You will recall advising me -- in two independent and exhaustive opinions, one by Harry Adler and one by yourself -- as to matters of approach, relative character values and general technical development which you thought might help to make more saleable a story of mine which had been returned by one of the first-class magazines with the comment from the editor that while he liked some things about it he did not find it as a whole one he could use; and regarding which I was quite unable to get the necessary perspective to see how it might be improved.

You will be pleased to learn that, after receiving your criticisms and suggestions and as the result of them, I was able to secure a new viewpoint and so revise the story as to make it acceptable to that magazine, which bought it at as large a price as I ever receive for short stories.

To both you and Mr. Adler I want to express my cordial appreciation of this very practical assistance. It demonstrates the value of your criticism service not alone to novices but to those who have had a considerable professional experience.

I am very glad indeed, unsolicited, to authorize you to make any use of this letter that you believe may be helpful either to other writers or to yourself.

Very sincerely yours,

J. Frank Davis
J. Frank Davis.

J. Frank Davis's published fiction has included approximately 150 short-stories, novellettes and book-length serials in the Saturday Evening Post, Red Book, Blue Book, International, American, Collier's, Popular, and other national magazines, as well as several books.

The story to which he refers in the accompanying letter will appear in one of the world's greatest and most widely circulated magazines.

Mr. Davis's home is in San Antonio, Texas.

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To Magazine Editors--Everywhere

A Message by Lloyd S. Graham, President National Association of Business Writers



Lloyd S. Graham

IN making editorial plans for the future, magazine editors will find it to their advantage to consider the work of members of the National Association of Business Writers first. Many editors already know that there is a high standard of craftsmanship among these members. And many more editors, in their never-ending hunt for material which is better than the ordinary run-of-the-mill stuff, will learn to lean with increasing confidence upon N. A. B. W. members.

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THE AUTHOR & JOURNALIST

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JUST HOW FAR will this standardization of magazine contents continue or develop? This is a pertinent question when a review of the past, present, and future of writing is under consideration.

"Study our magazines, learn our formula, turn out stories just like those we are publishing—in length, subject matter, style, tempo, and even the color of the hero's hair"—this, in substance, is the advice pounded into the heads of writers by the vast majority of wood-pulp editors. And even those editors who claim to buy just any good story and won't admit having a formula, betray themselves through their reasons for rejecting manuscripts, and in the very obvious standardization of their magazine contents. The smooth-paper and highbrow magazines have less definitely defined formulas than those of the confession-story or war-story groups, perhaps, but a close student may recognize them, nevertheless. It is merely that such things as flair, style, and treatment constitute the essentials of their formulas, rather than subject matter, as in the pulp-paper groups.

Let the writer whose ideal is art and whose goal is self-expression disdain the formulas if he will. Joseph Hergesheimer refused to write for the editors and finally (so the legend runs) after ten years made the editors come a-begging to him for his non-conformist literature. That was in the days before real standardization had set in. If he were beginning all over today it might conceiv-

ably take him twenty years to break down the barriers.

The writer who wants to sell seemingly must conform. Those who assert that they never write to suit the editors, but solely to suit themselves, and who sell all they produce, are just downright lucky. Their work happens to fall naturally into some of the standardized patterns.

What is going to be the outcome? Probably no definite change in the immediate future. But it's a strange pendulum that doesn't swing both ways. A reaction from this reign of standardized magazines is within the realm of possibility.

The revolution will not be brought about by the wage-slaves who turn out reading matter for the public appetite. After all, their bread and butter depends upon following what seems to be the public demand—or at least upon not anticipating it too greatly. The reaction, when it comes, will be instigated by a public completely fed up on standardized mental pabulum. This public will begin to look for and demand variety, novelty, spontaneity. The magazines will catch the drift of public demand and cost their old formulas to the winds. This will throw some thoroughly standardized writers out of a job. The more versatile will swing into something different, and a lot of non-conformists may get the chance that is denied them under the present regime.

When this return swing of the pendulum will occur we do not attempt to predict. It is probably some time distant. A study of literary cycles might possibly throw light on the subject. Financiers, from a study of charts covering business cycles of the past, are able to predict just about when the peak of prosperity will be reached in years to come, and when the next depression will occur. No one seems to have worked out such charts in the literary field. The only indication of possible change now apparent lies in the fact that standardization has reached the point where it is almost intolerable to a fairly large body of readers. When that point has been reached for the majority, the pendulum will begin to swing back—slowly at first, but gathering momentum.

IF STATISTICS WERE AVAILABLE, we believe that it would be disclosed that travel sketches greatly outnumber all other types of article material produced for submission to the magazines. Hundreds of thousands of people take trips every year, and out of the number it is but natural that some thousands should feel the urge to write of the new and interesting things they have seen. Their articles, often well written, are submitted to magazines and literary agents in a constant flood—and patiently returned.

The average travel article, as a matter of fact, stands less chance of sale than almost any other type. There are only a few travel magazines—*Travel*, *The Nomad*, *National Geographic*, the new *Holiday*, and the recently announced *North America*—these, with some automobile publications, about compose the list. In the course of time they have thoroughly covered most of the readily available places which tourists are prone to write about.

(Continued on Page 51)

THE AUTHOR & JOURNALIST

March, 1931

The Changing Market

BY H. BEDFORD-JONES

No. 2 in "The Graduate Fictioneer" Series



H. Bedford-Jones

THESE words are written at the close of the blackest year in the history of American fiction writing, the year 1930.

For the first time, every prior experience of fictioneers has been reversed, with a dismal and horrid thud. Formerly, in every time of panic and

crisis, even during the World War, magazines prospered mightily; people turned to magazines to get their minds off their troubles, to get out of themselves and the world they knew. The magazines were immune from financial disaster.

This time it was different—the stock market crash was too universal. Also, magazine prices had gone up. The ten-center of the old days now cost two-bits, much less easily spared for an evening or two of diversion. Depression had struck deeply into all lines. Everybody was in the stock market, and everybody suffered. Further, the magazine market was—and is—flooded with publications that had far passed the saturation point; anyone with a little backing was putting out new magazines. They were either using the cheapest sort of material by unknown writers, or they were filled with stories first published years ago and now reprinted at a very cheap rate.

Street & Smith started this notion by buying all rights from authors, wherever possible, and reprinting stories without further payment whenever a new magazine was tried out. The readers had of course

forgotten the old stories first used ten or twelve years ago—and meantime some of the authors had become well known. Eventually others adopted the plan, by buying second serial rights from authors on old stories. It became a Frankenstein that all but crushed the fraternity of fictioneers in 1930.

During the flush days of 1929, the editors had bought largely and at high prices; at least two fiction magazines were paying up to ten cents per word. The new year dawned with a crash. The safes were full of MSS.; everybody had lost money, circulation was dropping to the danger-point, advertising was thin. Money was being rapidly lost, not made. Extinction threatened.

The result was quite logical. Editorial policies were abruptly changed, and so were editors, in some cases. Budgets were cut down, the rates of authors were lopped on all sides, and in many instances no more manuscripts were bought from high-rate writers; nobody could sell except the struggling beginner who was content to take a small price for his wares. The magazine could exist for months upon what was actually bought and laid away in the safe, and that is exactly what they did.

The fictioner suffered. He suffered so far that even the Authors' League appealed to its members to pay a year's dues in advance, to help out. No members whom I encountered had been able to do it, however. While I was writing these words, as though to offer a ghastly corroboration, came a newspaper clipping announcing the end of John A. Tyson, author of several novels and a fiction writer of some repute. Poor Tyson was found on a park bench, a discharged pistol in his hand and his pockets stuffed with rejection slips. It sounds almost too melodramatic to be true, but is sad fact.

Hartley, a good and well-known fictioneer, walked into one editorial office with a superb story.

"Here's what you want," he said savagely. "It's fine stuff. Instead of paying me eight cents a word, you can have it for two cents—payable on publication. But for God's sake advance me a hundred on the price, so I can pay my chauffeur his back wages."

THIS incident is true. It may, incidentally, reveal quite a bit about Hartley, but the point is what it reveals about the market. There were a good many Hartleys along in those dark days of last summer, and the editors struck some good bargains, when they could afford to snap them up—which was not always. The editors themselves were in a very bad way and had their own hard-luck stories.

One newly arrived fictioneer—let us call him Parker—saw the handwriting on the wall early in the year when prices were being first slashed on stories. His name was in keen demand, he was a prolific writer, and he needed money; a bad combination. The editors would have little or none of him, for he refused to have his rate slashed.

"Can't afford it," he explained to me. "I've only just got to where I'm getting good prices, and whenever those birds buy a Parker story, they're going to pay good prices. They will have to buy a few short ones to keep the name in front of their readers."

"But what'll you do with the mass of stuff you turn out?" I asked.

He grinned cheerfully. "Create new authors and unload it at whatever the editors will pay—they'll take stuff from new writers because it's cheap. But anything with Parker on it, stays high!"

He got away with it. Some of the pen-names he used became very successful—proving that his stories had the punch, regardless of names.

The year ran out its course, the new year began—and what has happened? There seems no change in the number of magazines—there are even new ones to replace those which fell by the wayside. Experiments have been tried, and have failed; I know of only one which succeeded, and the man who put that over is at present writing negotiating for a deal which will either see him bust or see a big new name and firm arise in the magazine field.

Business conditions are better, circulation is creeping up again. The high rates paid last year have settled to much lower

levels. Outside of the illustrated magazines, seven cents a word is the highest rate, and five cents is an exceptionally good rate. Many magazines will not pay anyone over two cents—they can get plenty of material at that price.

In a word, the market is deflated.

It is more highly specialized than ever. Each field, such as that of Westerns, has split up into sub-fields—cowboy stories, two-gun stories, etc. There is argument for and against specialization, as with reprint material. Most of the reprint now being used in this month of March, 1931, has been to some extent rewritten to suit present conditions, however.

Except for *Blue Book*, the general-fiction magazines have about vanished. Specialization has split up the reading public, also. More magazines are sold, fewer make money. Even those that specialize on adventure, go in for some definite field or type of adventure.

The oddest phenomenon of recent magazine history is the group that goes in for so-called weird or amazing stories. This type of story has been popular for the past thirty years, but with last year it broke into a large specialized magazine field of its own, and some of it makes a weird claim to be based upon science. These fantastic tales are generally very crude, but some of them are done with an astounding verve and a gripping intensity. The popularity of this type of magazine is a sad reflection upon the mentality of the reading public. Very rarely, nowadays, do the pulp-papers cast any pearls before their readers.

The great thing for the fictioneer is to increase his public, make his name known. Jim Barton, for example, has been selling for several years to the various specialty magazines; whenever a new one appears, he deliberately breaks into it. He usually uses a different pen-name with each one. Now he can sit down at will and whack out a yarn of detective work, of air-fighting, or of jungle adventure, and sell it. It has taken work, but he has several very popular pen-names—valuable trademarks.

In "The Fiction Business," rewritten nearly two years ago, were made a statement and a prophecy, which may now be reviewed with some satisfaction on the part of the writer. He then stated that Western stories were on the wane, doomed to pass out of existence. Certain editors had banned them entirely, others were buying very few. Western writers were turning to other fields. And what happened? There was an abrupt

about-face, largely induced by the Western movies of Warner Baxter and others in his train. Western stories leaped back into favor. Western magazines held up where all the others crashed in circulation, and there you are.

The writer's prophecy, however, was not so wet. Speaking of specialized magazines, he foretold the existence of *Oriental Tales* and other pulp sheets dealing with the orient. The book had hardly been out six months when that identical title appeared on the stands, with *Far East Adventure Stories* to second the motion. With this encouragement, let us glance at the market of today and venture further into the dangerous realm of prophesy.

WHITHER tends the market? Probably to the dogs, so far as good writing is concerned. *Adventure* and *Blue Book* have held out with supreme unconcern for a better type of story than others use; but the

level of the mass will force them all down to a lower plane. The days of high prices in the pulp field are past. The flood of magazines cannot be absorbed by the reading public. All will make a little money, none will make huge profits, and the tendency will be to pay the writer less and less, to use cheaper stories.

Publishers and news companies have tried to force new magazines off the market, and have failed dismally. The new magazines can, if necessary, form their own distributing company. There will be few mergers; magazine names are mostly valueless. The ease with which a whole group of new magazines can be started on a shoestring, to flood the market, discourages any combine for restriction.

So I may be pardoned pessimism anent the future. The outcome will be a perennial flood of ultra-cheap magazines of distinctly higher type, upbuilt by some editorial genius—who has not yet appeared.



1931 Article Market—A Challenge to the Resourceful

BY JOHN T. BARTLETT

Co-Publisher and Associate Editor of The Author & Journalist



John T. Bartlett

P O L I C I E S which will be best for most article writers in 1931—

S h o r t e r lengths. **T h e** 1500-word article of 1929 told in 1000 words; many more 250 to 500-word articles. There are frequent exceptions, but the trend to reduced lengths is general.

M o r e illustra-

tive material—photographs, sketches, forms.

Somewhat more liberal policies in dealing with publications. Under 1931 conditions editors of known good markets should be allowed more time for consideration. The privilege of cutting should be granted more freely.

As never before, *give the editor what he asks for.*

Interview more.

Query more.

The article writer should not expect to make as large an income in 1931 as in 1929 or the first half of 1930, but if he succeeds in controlling his reaction to depression he can expect fair returns, with increased incomes, more than compensating, in post-depression years.

As spring arrives, magazines are using ten to forty per cent less article material. There is no immediate prospect of change, though the bottom seems to be reached. These are typical reports—

"Except that our numbers are running smaller during the depression and we are buying more closely than normally, article conditions are as usual with the *Saturday Evening Post*."—The Editors, *The Saturday Evening Post*.

"The only great change in the market is the business depression, which results in the cancellation of much advertising in all periodicals, and a

consequent reduction in the gross reading matter required."—Arthur H. Jenkins, *The Farm Journal*.

"The tendency of our articles is toward concentration. We need shorter material, packed with substance."—Sumner Blossom, editor, *The American Magazine*.

"The length of our articles is decreasing. We now find two to three thousand words an ideal length for most material. For this we are paying the same rates as we did formerly for much longer articles."—Allan C. Collins, associate editor, *The World's Work*.

"In viewing the business paper market for 1931, the writer must remember that business papers, like other enterprises, have been hit by the depression. Fewer pages of advertising mean fewer editorial pages and consequently the writer starts out on the new year with a market that is considerably reduced . . . the demand for shorter features will not only continue but increase; 1000 words represents the most desirable length."—H. P. Bridge, Jr., editor, *The Keystone* (jewelry trade).

THE reduction in consumption applies to all the various classifications—general women's, outdoor, religious, juvenile, business, fraternal, mail order, farm. The total number of publications is down somewhat through suspensions and consolidations; the number of new publications appearing has diminished.

However, American publications are still buying articles in enormous volume. There is an abundance of markets for *good* articles.

And rates have held steady in remarkable degree. Of representative editors reporting to THE AUTHOR & JOURNALIST for the Annual Forecast Number, none reported a reduction in article rates. The article market has in this respect withstood depression much more successfully than the fiction market. L. K. Weber, *Popular Mechanics*, reported higher rates.

Most editors, however, are getting more for their money. They are insisting on better stories—the kind which require more time in preparation—and they are far less tolerant of elaboration.

How about "ghosts"? Some reaction is noted toward this type of article. Ray Fling, of the Ahrens Publications (*Hotel Management*, *National Hotel Review*, *Hotel Bulletin*, *Restaurant Management*) announces that "ghosts" are out with his group—especially significant since for *Hotel Management* and *Restaurant Management* such stories formerly were demanded. Leslie Allen, of *Electrical Installation*, declares against the ghost story. *Popular Mechanics* and *Scientific American* do not use "ghosts."

Despite some reaction to ghost articles, they are very popular, with various magazines paying a premium for them.

H. P. Bridge, Jr., of *The Keystone*, declares that business papers are compelled to use much staff-prepared material because free-lances sufficiently expert for the subjects can not be found.

L. S. Treadwell, of *Scientific American*, writes, "Our trend is toward special writers who can contribute technical knowledge with human-interest approach, and more articles by our staff from material worked up through cooperation of the larger industrial companies or well-known engineers."

The volume of staff-prepared material always increases during a depression. It is easy, in fact, to find publications which are suffering editorially from this trend, which will bring its own corrective. Free-lances at any time only have economic recognition as they produce articles more efficiently—cost and quality both being considered—than staff writers can.

THE trend among the business papers is more and more to specific, quickly-told articles, with average word-length definitely down from last year. Some business writers who made 1500 words their standard length a year ago now make 100 to 1200 words the standard length. The number of brief stories, 200 to 500 words, multiplies. Many of these stories would have sold in 1000 words last year, but not now.

"Pictures lend authenticity which I have found it difficult to provide by any other means," writes Dan Rennick of *Drug Topics*. The trend continues toward pictures. Pictures must be better. Most business editors tell THE AUTHOR & JOURNALIST that they will always be glad to give the author an order for pictures, if a manuscript is acceptable, and pay fair photographer's charges.

Admitting depressed conditions, but confident of eventual up-turn and editorial requirements larger than in the past, these representative business editors have recently written THE AUTHOR & JOURNALIST: Lyman Forbes, *National Retail Lumber Dealer*; H. W. Springborn, *Gas-Age Record*; H. James Larkin, *Ford Dealer & Service Field*; E. L. D. Seymour, *Florists' Exchange*; Ralph McQuinn, *National Lumberman*; K. C. Clapp, *Furniture Record*; J. M. Thacker, *Laundry Age*; Edward Thom, Olsen Publications; Thos. H. Mullen, *National Retail Clothier*, Chicago.

The writer who works closely with editors is the one who is weathering best the storms of 1931. Hit-or-miss writing, which sufficed fairly well for several years, has failed its adherents dismally.

On articles, practically all magazines like the intelligent query. *The Saturday Evening Post* writes: "Outlines and scenarios are worthless to us in fiction, but useful in articles. We can make a reasonable guess on a one-page article outline, and frequently save the writer and ourselves waste effort." Skillful querying implies a legitimate but clever exposition of the high points.

When depression comes, the unfortunate writer is the one whose material suffers in quality as increased rejections discourage. He goes dead, demoralized. He blames his

eclipse wholly on business conditions, probably no more than twenty-five per cent responsible.

Another type of writer is stimulated by adverse markets. He forgets the old success formulas, and builds new ones. He cultivates new types of material; finds what editors want, and gets it, no matter how difficult; organizes his time to better advantage. He masters the situation, and when prosperity returns, rides high.

In the 1931 market, the best men will win.

▼ ▼ ▼ ▼

The Psychology of Editorial Policies

BY DAVID RAFFELock

Associate Editor of The Author & Journalist, Director of the Simplified Training Course



David Raffelock

WRITERS are sometimes concerned about what is likely to be the editorial trend. The one who specializes in Western stories wonders whether the market will hold out; the detective-story writer faces the future dubious whether editors will continue to want his wares, and so on. Much

of this doubt can be removed by understanding why editors print certain types of stories.

To understand the present trend and to gauge the future, we must look at Americans as consumers of the fictional product. What do they want and why do they want it? The average citizen leads a highly conventional, standardized life. He works pretty hard to make a living and is almost always paying the installment collector. His chores are standardized, he hurries to work each morning, his duties are seldom exciting or varied, he returns home in the evening to conventional pleasures. Man seldom is truly satisfied with the routine he must follow. He yearns more or less consciously for wealth, for adventure, for many loves, for significant living, for variety.

It is fiction's job to supply vicariously the desirable things denied most men in their

everyday life. When the author fully understands this function of magazine fiction, and knows, too, that it must entertain, he will not be baffled by editorial policies. Certain tendencies in magazine policies can be gauged with some degree of accuracy.

Adventure fiction will be popular as long as man is a city dweller. Our rugged pioneer past is still in our memory. There is in man the strong nostalgia for outdoor life, for facing elemental dangers, for untrammelled physical living. Ages hence, when all men have become confirmed city dwellers, the popularity of adventure stories will wane. Man will no longer yearn for adventure and will not seek printed dreams in magazines.

The same is true, of course, of Western stories. This type has a rightful place among our magazines and moving pictures, for it is American folk-lore. As long as our western country contains great open stretches of land, plain, mountains and desert, the tradition of the colorful, active West will be kept alive. For in this tradition is a sort of confirmation of subconscious yearnings. It seems that romance *must* exist where not a house is to be seen for miles, where living is obviously hard, and where strange contours of land seem to insist that queer or stalwart or bad men live. Photographs, movies, and travel keep alive the folk-lore of the West. The weary worker, the earthbound professional man, the growing, eager boy—all feel that if only they were able they could go to the West and plunge into adventure. It is always there waiting for them, beckoning. The Western

story may vary slightly with the changing of fashion, but long will it attract readers, long will it be demanded in great numbers by editors.

Love stories also can be depended upon to attract all classes of readers until our social and moral systems change. The reader of the pulp-paper magazines seeks for something above animal necessity and a blind mating instinct. If a factory girl marries a salesman or a doctor or the scion of a wealthy family, she is one in thousands. Another yearns for a man of standing and some financial rating; for someone who can give her something besides babies and a tiny house to drudge over. She yearns for dramatic action, for swell clothes, for contact with the privileged classes. As long as love stories give her these vicariously she will avidly buy magazines.

The so-called better magazines fulfill a similar function. Their stories of love and romance go also to those of hungry hearts and thwarted dreams. The average bourgeois woman needs the narcotic of vicarious romance as much as her poorer sister. Remove the economic difficulties that color most marriages, remove moral restraints that keep a man and woman in love from loving each other, remove the stigma of forced marriages for position or money or other necessity, and the type of love story we know today will pass into the limbo of forgotten things.

Detective stories will always appeal to readers. They present, after a fashion, a mental problem with the answers always to be found "in the back of the book." Who would not be clever; Many who fancy themselves clever are never so recognized by their friends. But the reader of detective fiction is infallibly clever. He *knows* the

crime investigator is right, no matter how much others in the story may doubt him, and he is always proved correct. Also, by identifying himself with the great detective, the reader is himself, vicariously, an unusually astute man. The popularity of the crime story will abate when readers have become satiated with the artificial glamor of crook characters, but the deductive type of detective story will long remain popular.

Some generalities might be made regarding the stories that will be in demand during the coming year. If the financial depression continues, stories more optimistic in tone than those now published will be wanted. When people are worried about money, they want to forget it when they read stories. The more a yarn can make people forget, the more popular it is.

The purely imaginative story will perhaps increase in vogue. Reality is almost too stern at present. If one soars to the moon, to Mars or other planets, one escapes entirely from mundane problems.

Love stories may become more romantic than heretofore, for romance is a mirror that flatters and never returns a true image of a plain woman.

In fact, depression or no depression, all magazine fiction will doubtless continue to deal less and less with important economic and social problems. We are in a transition stage of society and there is a great inactivity and uncertainty among leaders. When no remedies to difficulties are forthcoming it has become politic to serve the narcotics of forgetfulness, of diversion and camouflage. And as heretofore, the editorial demand will be for stories that offend no one, that ruffle or stir one not too much and that leave the reader with a pleasant, happy feeling.



FLASH ON THE COPYRIGHT SITUATION

THE United States Senate Patents Committee on February 23rd filed a favorable report on the Waterman-Vestal Copyright Revision Bill, H. R. 12549, which is of such vital interest to authors.

An amendment has been adopted providing that no money damages may be collected for infringement of copyright unless the copyright owner has either registered or printed a copyright notice thereon. This was done to remove apprehensions that users of copyright material might be subject to payment of damages if they use material with-

out being aware that it is copyrighted. Failure to register or put a notice on the work does not, however, divest the author of his rights in the work, as is the case today. He may at any time protect himself against future unauthorized use of his work by securing registration or notice.

The Authors' League of America and other proponents are urging enactment of the bill at this session of Congress, since it is necessary, if American authors and composers are to have protection abroad, for the United States to adhere to the Berne International Copyright treaty before August 1, 1931.

Fiction Market Trends for 1931

BY AUGUST LENNIGER



August Lenniger

ularity of the general adventure story.

In less than a year six new general adventure magazines have been born, of which five are apparently flourishing. They limit themselves to masculine-interest action stories and permit woman interest rarely, but they offer latitude for real spontaneity and use a variety of stories for many of which there was a very limited market a year ago. *Man Adventure Stories*, *Far East Adventure Stories*, *All Fiction*, *Excitement* and *Star Magazine* are the infants lustily shouting for "different" action stories with real character and significance, and added to the long-established *Adventure*, *Complete Stories*, *Short Stories*, *Blue Book*, *Argosy*, *Popular*, and *Top-Notch*, it is obvious that the general-adventure story is one of the best bets in the pulp-paper market today.

While Western action stories retain their popularity, there seems to be a great deal of material of this type floating about which comes under the category of "just another Western." But it is the really worth-while story with some novelty in plot and treatment that makes a place for itself. While the Western action magazines offer excellent opportunity of a steady and well-paying market to those who can do them well, there are a great many mediocre Westerns going begging. Several of the Western magazines have broadened their policies to permit a secondary woman interest: *Ace-High*, *Triple-X-Western* (in novelette lengths), *Western Trails*, and *Western Rangers*.

The Western romance is a type which has gained considerable popularity and offers a field that is not quite so overcrowded and perhaps less demanding because it is comparatively new and all the old gags have not yet been exhausted. These magazines

require a simple love story in a Western setting, with a bit of gunplay and physical action, but frequently these stories are from the heroine's viewpoint and the danger and action are implied rather than emphasized in action. Four new magazines have been launched in this field in slightly over a year; two under the Clayton banner, *Rangeland Love Story* and *Western Love Story Magazine*; one by Dell, *Western Romances*, and the youngest, *Westland Love Magazine*, by the Crescent Publishing Company.

Crime-adventure and action-detective stories are also increasing their favor, and enjoy a considerable preference over the analytical detective story. Several new publications have been launched in this field recently. Underworld fiction particularly has room for new writers who can do it well; in these stories a strong woman interest is in many cases preferred, but it must not get too sentimental.

Although the popularity of the air story dropped a trifle in 1930, several air magazines claim they need war-air stories urgently, particularly some with a new "slant." They desire more character, background, significance—stories with a really worth-while plot, and there is occasionally room for one with a secondary woman interest. Stories are wanted that play more upon the human relationships and emotional conflict than a mere series of aerial battles. Those of you who saw Richard Barthelmess in "*The Dawn Patrol*" should have a good idea of what is being sought.

The love story continues to offer great opportunity, both in pulp and smooth-paper. Among the romantic pulps, and also in the *Illustrated Love Magazine*, there is a tendency to feature the more dramatic and heavily emotional, strongly plotted type of love story in preference to the sweet and simple Cinderella theme. Some of these even verge on the sensational, although they avoid stepping over the brink of conventionality.

The confession story is one of the best-paying as well as most likely sources of recognition for the unknown writer. Quite a few writers are working this field in conjunction with the market for sex stories among magazines like *Youngs*, *Lively Stories*, *Pep Stories*—aiming first at the two-cent confession markets, and if they fail, re-

writing their stories in third person for the sex magazines. It does not work in all cases, but there is at least a chance for salvage in this plan. Many of the sex magazines, it should be noted, are very unsatisfactory to deal with, paying very low rates and frequently put out by fly-by-night concerns.

A practical suggestion here in regard to short-shorts may not be amiss. The two magazines using them as a regular feature receive several thousand a week, and while there is a possible chance for an exceptionally good one, short-shorts are very unlikely to yield any writer a living. They may look easy to write, but the truth is, they are extremely difficult to do effectively, and the odds against selling are heavily against the author.

The majority of publishers are continuing to bring out two-dollar books, and while

perhaps a bit more cautious in their selections, are just as ready to welcome the meritorious novel of real significance as before the price war.

General business conditions have not seriously affected writing; the "new" writer particularly has very good chances of recognition today, for where there have been lean editorial pocketbooks, the tendency has been to cut down on the headliners who demanded extra rates and give new contributors a chance when their work is of equal quality and can be purchased for less.

The writer who takes the trouble to acquaint himself with what editors desire in the fields he chooses for his work, by carefully analyzing the magazine he is aiming at before writing, and then deliberately "slanting" his work to suit their requirements, should find little difficulty in selling a high percentage of his output during 1931.

▼ ▼ ▼ ▼

Into the Factory, You

BY E. S. PLADWELL

IMAGINARY letter written by a conscientious New York agent nowadays to a struggling young author whose name is, say, Rudyard Kipling:

Dear Kip: Sorry but I'll have to return your manuscript, "The Brushwood Boy," as I can't think of a single magazine that it will fit. A little too imaginative and bizarre for *The Saturday Evening Post* or *Redbook* and of course the pulps are out of the question. Better luck next time.

Another letter from same to same:

Dear Kip: Too bad, but I simply cannot see "Without Benefit of Clergy." Frankly, your mind seems to run too much toward sex. This yarn might have had a chance with *Risque Stories* or the *Parisienne*, but your present treatment of the yarn is all wrong and is far too draggy. Sorry. Better luck next time.

Still another letter from same to same:

Dear Kip: "The Light That Failed" simply will not do. In the first place it is a bad length; too short for a novelette and too long for a short. Secondly, there's not quite enough action. Perhaps you might like to rewrite it, starting off at the point where Maisie smashes a canvas and then running it up to a machine-gun crisis in the desert, but perhaps even that may be poor advice. Better put it away and try sometime else.

More, same to same:

Dear Kip: "Soldiers Three" has too much long-winded dialogue and philosophy. Not

enough action for the pulps, and the setting is too rough and crude for the smooths. Sorry. Try again. You simply will not, or cannot, hit the market. Better study the magazines closer.

Sample letter from kind-hearted editor of a modern Western magazine to a stranger named Owen Wister, who has just submitted perhaps the greatest Western story ever written, "The Virginian":

Dear Mr. Wister: Sorry to be sending back your manuscript, "The Virginian." While it is well written it is extremely long, slow and draggy, and the action or conflict does not occupy one-tenth of the story. There are some amusing incidents and the characters are attractive but would suggest that you boil this down to, say 6000 words.

As you are perhaps inexperienced in the requirements of a Western story, but show considerable promise, would take the liberty to give you a few suggestions which might make this salable. Start out with the gun-fight between the Virginian and Trampas, and work it up from there. You might even have Trampas pursued by the Virginian in several running gun-fights, with a sub-plot or two to make it more interesting. Would also suggest that you cut out the schoolma'am entirely. Women are not greatly desired in Western stories. If you use her at all, make her merely incidental.

I make these suggestions because your work shows that you really know the West and perhaps you can adapt yourself to the requirements of our chain of magazines by constant study and application. What we want is action, action, action. Hoping to see more of your work. . . .

Letters to Editors—When and When Not to Write Them

BY JAMES L. DILLEY



James L. Dilley

A GREAT many authors are letter-writing addicts. They spend hours of valuable time composing "sales" letters to accompany their manuscripts; "puff" letters to "put them in solid with the editors"; sarcastic, grumbling, complaining letters, kicking about changes in manu-

script, low rates, and so forth. At least, a great many beginners in the writing game seem to follow this practice. The old timers soon learn that letters, unless the editor is a personal friend, are most effective when confined to contents of a business or informative nature.

I speak from experience. My writing is done chiefly in the humorous field, and I've written letters to editors (even when I had progressed enough to have known better) that did me actual harm, instead of reacting to my benefit, as I had fondly hoped.

For example, there was a letter I wrote to a magazine that owed me money for several published contributions. I addressed my letter to the editor, and what I didn't tell him was omitted solely because of an exhausted vocabulary. He and his associates were a bunch of crooks (according to my epistle); his publishers should be incarcerated in Sing Sing, and his blankety-blank magazine would be compelled to struggle along in the future without any further contributions from my gifted pen.

Two days later I was forced nonchalantly to light a Murad. For, my letter carrier delivered a check from the aforesaid magazine, paying me in full for my material, at a rate much higher than I had ever received from magazines paying on acceptance! The publication to which I sent my vitriolic missive is still on the newsstands, and seems to be enjoying a growing prosperity, in spite of the fact that its readers have to suffer along somehow with pages devoid entirely of my contributions.

I later tried to reestablish myself as a contributor with this same magazine, and, forgivingly, it bought occasional items, but the purchases were truly so "occasional" that I eventually was forced to discontinue the publication entirely as a market. My foolish letter, I am convinced, planted a sour note that will quite possibly never be lived down.

While editing a bank magazine for Rand McNally and Company, I encountered numerous strange and often ridiculous chronic letter addicts.

One chap used to write a two-page, high-pressure sales letter, telling me how good he was, with almost every submitted manuscript. You can conceive how silly this was when I explain that the majority of his contributions were "shorts"—seldom over three hundred words in length. His letters almost invariably were twice as long as his manuscripts! How much more sensible it would have been for him to get out and dig up some interviews instead of wasting so much time writing to editors. Perhaps he figured (and this wouldn't miss the mark far) that his stuff was so poor it needed additional assistance to help put it across. At least, an editor usually feels this way towards contributors with that particular complex.

THE most profane letter I've ever seen was from a writer whose article had been cut some three hundred words or so. He called me every kind of an insufferable jackass in the unabridged dictionary, and ended up by threatening to sue me. My letter to an editor, mentioned at the start of this article, was like a scented love note in comparison. Well, the matter ended when we sent him a check for the few dollars he claimed was coming to him. We did this, not because his letter had us buffaloed, but because his complaint was, in a measure, justified. He could have secured the same action by a two-line memorandum accompanying his next manuscript. As it turned out, he sacrificed a good market, because somehow we thereafter favored contributors who were a trifle more pleasant and a great deal less profane in their correspondence.

Another letter-writing expert had the habit

of sending us a letter once or twice each week, describing in glowing and lengthy terms the various interviews he had lined up and the "hot" material he was going to send us. As I recall, he never came through with so much as a solitary submitted manuscript! His complex was always entirely beyond me. Possibly he was one of those "do it tomorrow" chaps who are always just on the verge of great deeds but never quite manage to get them accomplished.

Then there were the "puff" writers, who, one and all, fell into the same category and whose letters seemed to follow a certain definite pattern. This formula was to praise the magazine to the skies, laud the editor and his staff, explain how the person signing the letter invariably sat up until midnight absorbing the magazine's contents (yes, these strange comments even in the bank magazine field) and other such complimentary but highly improbable drivel. The "catch" was always present, in the form of a desire, intensely expressed, to assist our wonderful magazine with valuable editorial material from time to time.

Such letters, I am convinced, are usually sincere and are written only through ignorance. Ignorance of the fact that the best way to sell material to a magazine is simply to write it up on white paper, double spaced, mail it in, and let the editor decide. "Puff" letters are the most superfluous things imaginable; they only make the writer appear ridiculous and they waste the editor's time. On the other hand, though, sincere letters of praise from readers are highly appreciated by editors. The difference between the two should be easily discernable.

FOR the purpose of clarity, let us outline a few of the various letter types, and endeavor to analyze them constructively.

Sales Letters. Seldom, if ever, are these necessary. The best possible sales talk is in the manuscript itself. If the manuscript suits the editor's needs he'll buy it; if it doesn't, he'll send it back. If it shows promise in certain portions, but is not acceptable in its entirety, the chances are that the editor will write to you and explain the situation, regardless of whether you have written to him. Sales letters accompanying manuscripts only disturb the editor and divert his mind. They are harmful in most cases, instead of helpful. About the only circumstance that alters this case is where the article has some unusual significance that cannot be contained in the manuscript itself. An explanation of this significance may help to sell the article,

and enable the editor to embellish it with explanatory notes, but your letter should do little more than explain the situation in understandable language.

Letters of Complaint. These, of course, are necessary at times. Slow payment, undue manuscript cutting and other occurrences justify occasional letters of complaint. In some cases these letters must be written more than once to accomplish the desired results. The first letter, though, should invariably be friendly. Slow payment is seldom the editor's fault anyhow, and manuscript cutting may be caused by a variety of circumstances—often by unexpected last-minute space limitations due to the insertion of advertising. Other causes for complaint also often spring from sources beyond the editor's control. A friendly letter in nine cases out of ten will secure an adjustment or an adequate explanation. If it is necessary to write a second letter, be firm, but not threatening. If a third letter is required, be still more insistent, but retain your dignity and in heaven's name, don't ever become profane! Admitting, nevertheless, that the temptation to use strong language is alluring at times.

When it comes to a last resort in the matter of complaints, I would weigh the circumstances carefully, considering especially the future possibilities of the magazine as a market and the peculiar conditions of your immediate difficulty. Often, on contemplation, the whole matter will appear more trivial than it seemed at first, and you'll be inclined to pass it by. On the other hand, if you have been seriously mistreated on a matter of rates or slow payment, it may be best to have your lawyer write the fourth letter to the magazine. This is for you to decide.

Letters Asking for Assignments. These should be fairly brief and to the point, explaining your qualifications, the territory you cover, and so forth. Such letters are of course unnecessary if you write fiction. The way to get fiction assignments is first to sell a few stories. The assignments will come of their own accord.

Letters asking for assignments should never be boastful; in fact they should not endeavor to be "sales" missives at all. They should be more in the nature of service letters, and as such they are appreciated by editors and result in worthwhile leads in most cases.

Friendly Letters. One of the real pleasures of the writing game is the gradual

building-up of friendships with editors, both through personal contacts and through correspondence. The result is the privilege sooner or later of exchanging chatty, friendly bits of correspondence with the men who buy your material.

While all letters should be friendly, it is seldom advisable to make them intimate. And, it is seldom advisable to "start the ball rolling yourself" by addressing the editor by his first name. Let him pave the way first, through letters that become more and more friendly as time goes on. Follow through on the lines he throws out and a warm correspondence friendship will soon result. Such friendships are exceedingly helpful; but they can never be forced.

Don't try to become chatty with an editor just because you've sold him a manuscript. While editors are just as human as writers, the very nature of their positions puts them somewhat on guard, and they are wary of contributors who try to force themselves into the limelight through so-called "breezy" personal letters.

Established contacts are, of course, different. For example, if I were writing to Ernest V. Heyn, editor of *Film Fun*, or to James A. Sanaker, feature editor of the *Chicago Daily News*, I wouldn't hesitate to say, "Hey, you big bum, whadda ya mean shorting me on last week's check?" If, on the other hand, I were writing to the editor of *Life*, I'd sure use more discreet language, to say the least. The first two are personal friends, and while I've sold considerable material to *Life*. I wouldn't know its editor if I saw him on the street, because I've never had the pleasure of meeting him.

Puff Letters. These letters are absolutely out. Almost every writer gets a few of them out of his system at the outset of his career, but they soon become only disgusting memories of the past. The beginner who avoids them entirely is truly wise.

LETTER writing, I am often convinced, is somewhat a disease. Or, it is at least chiefly a habit. Time spent on letters to editors can almost always be used to greater profit in working on manuscripts. If you enjoy writing letters, write them to your personal friends. You'll find, by the way, that your personal correspondence has perhaps been sadly neglected. Think how much more appreciative of your letters these friends will be, in comparison with busy editors!

That veteran trade-journal and business writer, John T. Bartlett, has the right system. He accompanies his manuscripts with short, explanatory, friendly memorandums that take up the minimum of the editor's time and still manage to convey the necessary information about his material. I recall one time when I was with Rand McNally when Mr. Bartlett had occasion to write a letter of complaint. This letter concerned the rejection of an article that had been written on assignment. It was business-like, straightforward, and set forth the complaint clearly. It developed that a misunderstanding existed, and this misunderstanding, needless to say, was soon cleared up. Since Mr. Bartlett is one of the veterans of the game I know he won't construe this as a "puff" and thus cause me to inject comment into this article that contradicts the principle set forth. The incident is mentioned as an example of the correct way to go about letter writing to editors.

In conclusion, let me say that editors do not *object* to receiving letters. In fact, they enjoy hearing from contributors. But, let your letters guard against:

High-pressure salesmanship.

Wishy-washy attempts at friendliness.

Puffery.

Grumbling.

Undue lengthiness.

Anything of any nature that may prejudice a good market against you and your work.



ON OPENING A NEW BOX

BY GERALD RAFTERY

TYPING paper, smooth and white!
 Servile host of eager pages!
 What a lot of tripe I'll write
 On this surface that the sages
 Dead and dumb a thousand years
 Might have scabbled up with words
 To sound and echo in the ears

Of nations. But the modern herds
 Of tap-tap typists grinding out
 Stuff to ruin dead sages' rest
 Would sniff and sneer without a doubt
 If forced to write on palimpsest.
 Perhaps the law of compensation
 Gave olden scribes less provocation.

1931 Fiction Marketing Chart

Listing Primary and Secondary Markets for Various Types of Fiction

Length requirements and other details should be ascertained by referring to the Handy Market List. The Secondary Markets column does not indicate that all stories of type indicated for the primary group would be acceptable, but simply that there is some overlapping which suggests possibilities.



I—QUALITY GROUP

Stories of Distinction and High Literary Merit. Plot Subordinate to Character. Realistic, psychological, subtle, interpretive. Primary appeal to the intellect.

| Primary or Probable Markets | Secondary or Possible Markets |
|--|--|
| American Mercury Atlantic Monthly Bookman Forum Harper's | Golden Book North American Review General Popular Magazines Women's Magazines, group a |

II—GENERAL POPULAR MAGAZINES

Dramatic stories of Adventure, Achievement, Conflict, Romance, Humor, Social Problems. Plot and characters skillfully developed.

| Primary | Secondary |
|--|---|
| American College Humor College Life Collier's Columbia Cosmopolitan Country Gentleman Elks Liberty MacLean's North America Redbook Saturday Evening Post | Action, Pulp-paper Magazines Asia Abbott's Magazine Blade & Ledger B'nai B'rith Jewish Tribune Menorah Journal Movie Romances Outdoor America Photoplay Popular Rotarian Women's and Household— Groups a, b and c |

III—WOMEN'S AND HOUSEHOLD MAGAZINES

a—Love, domestic or social problems. Plot and characters skillfully developed. Crisp, modern style. Sophisticated on surface; "Love's Sweet Dream" at core.

| Primary | Secondary |
|---|---|
| Canadian Journal Delineator Good Housekeeping Harper's Bazar Household Magazine Ladies' Home Journal McCall's Pictorial Review Women's Home Companion | General popular magazines. Vanity Fair Vogue Group b |

b—More restricted in theme and style. Unsophisticated, glamorous, emotional.

| | |
|--|--|
| Chatelaine Farmer's Wife Home Friend Home Magazine Holland's Modern Homemaking Modern Priscilla Mother's Home Life People's Popular Monthly Woman's World | Parent's Magazine Physical Culture Farm Magazines Groups a, c and d. Religious Magazines Love Story Group |
|--|--|

c—Small town or rural appeal.

| | |
|---|--|
| American Cookery Comfort Blade and Ledger Everyday Life Family Herald and Weekly Star Gentlewoman Good Stories Grit Home Circle Home Friend Household Guest Household Journal Western Home Monthly | Groups b and d Country Gentleman Farm Magazines Religious Magazines |
|---|--|

IV—ACTION AND PULP-PAPER MAGAZINES— MALE INTEREST

Plot, vigorous physical action and drama essential.

a—Adventure and action of all types, Western, air, war, sea, detective, crime, sport, etc.

| Primary | Secondary |
|---|--|
| Ace High Action Stories Action Novels Adventure All-Fiction Argosy Blue Book Complete Stories Excitement Five Novels Monthly High Spot Popular Man Stories Short Stories Star Magazine Top Notch | American American Boy Blade and Ledger Collier's Columbia Country Gentleman Grit Elks Liberty Outdoor America Open Road for Boys Redbook Saturday Evening Post St. Nicholas |
| b—Air Stories Airplane Stories Air Stories Air Trails Sky Birds Wings | Groups a and d American Boy U. S. Air Services |

c—Detective, Crime, Mystery, Gangster Fiction.

| | |
|--|--|
| All-Star Detective Stories Black Mask Clues Complete Detective Novel Detective Action Detective Book Detective Classics Detective Dragnet Detective Fiction Weekly Detective Story Gangland Stories Gangster Stories Gang World Gun Molls Illustrated Detective Magazine Master Detective (true) Racketeer Stories Real Detective Tales Scotland Yard Startling Detective Adventures (true). True Detective Mysteries (true) Underworld | Best Detective Magazine Group a General Magazines Women's Magazines |
|--|--|

d—War and Air-war.

| | |
|---|---|
| Aces Battle Aces Battle Stories Flying Aces Sky Birds Sky Riders War Aces War Birds War Stories | Foreign Service Stars and Stripes Groups a and b General Magazines |
|---|---|

e—Western Fiction.

| | |
|--|---|
| Cowboy Stories Frontier Stories Golden West Lariat Story North-West Stories Outlaws of the West Triple-X Western Two Gun Stories West Western Rangers Western Story Western Trails Wild West Weekly Wild West Stories and Complete Novel Magazine | Black Mask Far West Stories Love-Story Western Magazines Western Adventures The Westerner Group a General Magazines |
|--|---|

| | |
|----------------------------------|--------------------------------|
| Secondary or Possible Markets | Primary or Probable Markets |
|----------------------------------|--------------------------------|

f—Scientific and Pseudo-scientific Fiction

| | |
|---|---|
| Argosy Astounding Stories Amazing Stories Wonder Stories | Weird Tales Group a General Magazines |
|---|---|

g—Miscellaneous (types indicated by title).

| | |
|---|---------|
| Far East Adventure Fight Stories Oriental Stories Physical Culture Prison Stories Railroad Man's Magazine Sport Story | Group a |
|---|---------|

V—LOVE STORY—PULP PAPER AND ALL FICTION**a—Romantic love, glamorous, emotional, melodramatic**

| | |
|---|--|
| Primary | Secondary |
| All Story Cupid's Diary Dream World Illustrated Love Magazine Love Romances Love Story Sweetheart Stories | Woman's Magazines Five Novels Monthly |

b—Love-stories with Western background.

| | |
|--|--|
| Ranch Romances Rangeland Love Story Western Love Stories Western Romances Westland Love Magazine | All-Fiction Male-Interest Magazines |
|--|--|

VI—SOPHISTICATED AND SOCIETY MAGAZINES

| | |
|--|--|
| Primary | Secondary |
| Chicagoan Harper's Bazar Houston Gargoyle New Yorker Spur St. Louis Town Topics Tattler & American Sketch Town Topics Vanity Fair Vogue | Life Quality Group Women's Magazines |

VII—SEX AND RISQUE MAGAZINES

| | |
|---|--|
| Primary | Secondary |
| Breezy Stories Broadway Nights French Follies Frolics Gay Parisienne Ginger Stories Hollywood Nights Parisian Life La Paree Lively Stories Nifty Stories Real Smart Paris Nights Pep Stories Snappy Magazine Spicy Stories Ten Story Book Wow Young's | Confession magazines General Magazines Quality group |

VIII—CONFESSION MAGAZINES

First-person stories usually dealing with romantic and sex problems.

| | |
|--|---|
| Primary | Secondary |
| Dream World I Confess Marriage Confessions Modern Romances Real Love Magazine True Confessions True Experiences True Romances True Story | Sex Magazines Women's Magazines General Magazines |

IX—BUSINESS FICTION

| | |
|--|-------------------|
| Primary | Secondary |
| American Extra Money Saturday Evening Post Specialty Salesman | General Magazines |

X—TABLOID OR SHORT SHORT-STORIES

Stories under limits of 1000 to 1500 words, miscellaneous types.

| | |
|---|--------------------------|
| Primary | Secondary |
| Adult Bible Class Monthly American Cookery American Farming American Hebrew Atlantica Blade and Ledger Broadway Nights Chicago Daily News Chicagoan Christian Herald Collier's Comfort Cosmopolitan D. A. C. News Elks Everyday Life Excitement Grit Home Digest Home Magazine Household Magazine Houston Gargoyle Judge Liberty Life Miraculous Medal McClure Newspaper Syndicate New Yorker New York Magazine Program Outlook Paris Nights Pennac Photoplay Playgoer Presbyterian Advance Real Detective Tales Rotarian Snappy Magazine St. Louis Town Topics Tattler & American Sketch Stamp's Magazine 10 Story Book Town Topics Union Signal Vanity Fair | Magazines of All Classes |

XI—RELIGIOUS FICTION

| | |
|---|--|
| Primary | Secondary |
| Adult Bible Class Monthly Ave Maria Catholic World Christian Endeavor World Christian Herald Congregationalist Grail High Road Lookout Magnificat Miraculous Medal Presbyterian Advance Union Signal Unity Youth Juveniles, religious type | General, Women's, and Quality Magazines |

XII—SUPERNATURAL OR PSYCHIC STORIES

| | |
|---|---|
| Primary | Secondary |
| Ghost Stories Mystic World Occult Digest Weird Tales | Mystic Magazine Quality, Women's, and General Magazines |

JUVENILE FICTION MARKETING CHART

Consult Handy Market List for length requirements and other details. In general, short-story limits are 1000 to 4000 words for older classifications, 1000 to 2500 for junior ages, 300 to 1200 for tiny tots.

| GENERAL PUBLICATIONS | | RELIGIOUS PUBLICATIONS | INTERMEDIATE (12 to 16) | SENIOR AGE (16 on) |
|---------------------------|--|---------------------------|--------------------------|---|
| OLDER AGE | | TINY TOT (4 to 9) | (Boy) | (Boy and Girl) |
| (Boy) | | (Boy and Girl) | Target (Boyland) | Classmate |
| The American Boy | | Wee Wisdom | Haversack | Wellspring |
| Boys' Life | | Picture Story Paper | Boys' World | The High Road |
| Model Airplane News | | Picture World | Youth's World | Young People's Weekly |
| Ropeco | | Little Learner (2-5) | The Pioneer | Forward |
| Open Road for Boys | | Dew Drops | Boys' Comrade | Young People's Paper |
| (Girl) | | Mayflower | Boy Life | Young People |
| The American Girl | | Storyland | (Girl) | Epworth Herald |
| Everygirl's | | Storytime | Portal (Firelight) | Lutheran Young Folks |
| (Boy and Girl) | | Stories | Torchbearer | The Challenge |
| St. Nicholas | | Sunbeams (2-5) | Girls' Companion | The Front Rank |
| | | Sunshine | Girls' World | Onward |
| | | Our Little Folks | Queens' Gardens | The Watchword |
| | | Story World | Girls' Circle | Young People's Friend |
| | | | Girlhood Days | |
| YOUNGER AGE | | JUNIOR (9 to 12) | (Boy and Girl) | GENERAL PERIODICALS |
| (Boy and Girl) | | (Boy) | Youth | (Using limited amount of juvenile material—usually for tiny tots and written to order.) |
| Child Life | | The Junior Boy | Olive Leaf | Holland's |
| John Martin's Book | | (Girl) | Lutheran Boys and Girls | Christian Science Monitor |
| Play Mate | | The Junior Girl | Christian Youth | Farmer's Wife |
| Junior Home Magazine | | (Boy and Girl) | Intermediate Weekly | Normal Instructor and |
| The Children's Hour | | What To Do | The Beacon | Primary Plans |
| Every Child's Magazine | | Junior World (Phil.) | The Young Churchman | Grit |
| Kindergarten Primary Mag. | | Junior World (St. Louis) | The Young Crusader | Women's, Farm, and |
| The Children's Playtime | | World Friends | The Friend | Religious Magazines |
| | | Junior Life | Youth's Comrade | |
| | | Junior Christian Endeavor | Boys' and Girls' Comrade | |
| | | World | Young Isreal | |
| | | Junior Joys | | |
| | | Boys' and Girls' Comrade | | |

An Editor Looks Ahead

BY JACK SMALLEY

Managing Editor, Fawcett Publications, Inc., Minneapolis

A LONG, hard winter! That's the song of the magazine editors who have watched the sales barometers sink along with the temperature, and eyed with misgivings the dwindling reports from the advertising departments.

But the blues are vanishing. Men and women are going back to work and spending their quarters again for magazines. Editors who drew upon their reserve stocks of manuscripts look at the barren shelves and delightedly resume the purchase of stories. Free-lance writers are eating again. Advertising is picking up.

What will the summer and winter of 1931 hold for the fictioneer?

For one thing, there is already a demand for stories to fill depleted shelves. Editors have learned the necessity for economy, and their demand for stories will be tinged with caution. Just because stories are wanted is not a sign that money will be flung high, wide, and handsome for manuscripts. Rates are going to remain on a very conservative basis. The inflation in rates of 1929 will not be equalled for many years. Rates will be more in proportion to what the magazine can afford.

The mortality list among magazines during the winter was not as great as was predicted. Com-

petition remains keen in every field, which means that the story market will be brisk.

In the pulps, crime stories seem to have the highest quotations. The detective magazines, particularly those featuring actual cases illustrated with photos, have climbed upward, while other magazines did well to hold their own. *Startling Detective Adventures*, our entry in this field, is continually broadcasting appeals for true crime stories.

A trend toward Westerns has been noticed for some time. The present magazine readers are being influenced by motion pictures depicting the Western scene of pioneer days, rather than modern stuff, and the good old ranch and wagon-trail melodrama is reviving.

The World War (fought with very little rancor) continues to hold a dominant place in the pulp field, even though the field has narrowed considerably. *Battle Stories* uses only yarns of the big fuss, but settings may be in any country where phases of the war were fought. Stories and true adventures may be from the viewpoint of either American or German combatants. Gore and hate are avoided, and quite naturally the more noble and courageous aspects of man's actions in the war occupy the spotlight.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

MARCH, 1931

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Preferred word limits are indicated by numbers. Acc. indicates payment on or soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, 1 cent or better; fair rates, $\frac{1}{2}$ to 1 cent; low rates, under $\frac{1}{2}$ cent. Ind. indicates indefinite rates. Inc. indicates data incomplete. The editor's name is given last before the word rates. Release of book, motion-picture, and other rights is usually a matter of special arrangement, so this information is not included. In general, the better-paying magazines are generous in releasing supplementary rights to authors.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Aces**, 220 E. 42d St., New York. (M-20) War-air novelettes on Western front 15,000 to 25,000. Verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Acc-High**, 80 Lafayette St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 7500, novelettes 25,000, 4-part serials 40,000. W. M. Clayton; H. A. McComas. 2c up, Acc.
- Action Novels**, 220 E. 42d St., New York. (Bi-M-20) Western, adventure novelettes 10,000, novels 20,000 to 25,000, American hero. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Action Stories**, 220 E. 42d St., New York. (M-20) Western and adventure short-stories 4000 to 6000, novelettes 10,000 to 12,000, novels 20,000 to 25,000; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Adventure**, 161 6th Ave., New York. (2M-25) Adventure, Western, sea, foreign short-stories 1200 to 15,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000; fillers up to 2000, adventure articles, verse. A. A. Proctor. 2c up, verse 75c to \$1 line, fillers \$10 up, Acc.
- Airplane Stories**, 305 E. 46th St., New York. (M-25) Air action short-stories 3000 to 8000, novelettes 8000 to 30,000, serials 30,000 up. No love interest. Wm. L. Mayer. 1c up, Acc.
- Air Stories**, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000, complete novels 20,000 to 25,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.
- Air Trails**, 79 7th Ave., New York. (M-20) Thrilling air short-stories 3000 to 7000, novelettes 10,000 to 20,000, serials 40,000, occasional articles 1500, verse 4 to 6 stanzas. Paul Chadwick. 1c up, Acc.
- All-Fiction**, 100 5th Ave., New York. (M-10) Adventure short-stories, any locale, up to 6000, novelettes up to 12,000, novels up to 25,000; soldier of fortune articles, customs of foreign lands, up to 4000; occasional verse of the out-trails; fillers up to 100. Carson W. Mowre. $\frac{1}{2}$ c up, Acc.
- All Star Detective Stories**, 80 Lafayette St., New York. (M-20) "Thriller" mystery short-stories 3000 to 6000; novelettes 10,000 to 15,000. Love interest permissible. Carl Happel. 2c up, Acc.
- All-Story**, 280 Broadway, New York. (2M-20) Clean love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 14,000, serials up to 30,000. Verse up to 14 lines. Amita Fairgrieve, ed.; Mable M. Elmore, ass. ed. 1c up verse 25c line, Acc.
- Amazing Detective Tales**, 25 W. 43d St., New York. (M-20) Orthodox detective short-stories 3000 to 8000, novelettes 10,000 to 15,000, serials 40,000 to 50,000, "New Author's Corner." Wallace R. Bamber. 1c, up, Acc.
- American Magazine The**, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches 1000 to 1500, human-interest articles 3500 to 5000, stories of achievement. Summer N. Blossom. First-class rates, Acc.
- American Mercury**, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.
- Argosy Weekly**, 280 Broadway, New York. (W-10) Romantic, adventure, mystery, humorous short-stories 2000 to 7000, novelettes up to 20,000, serials up to 70,000, prose fillers up to 400. Don W. Moore. $\frac{1}{2}$ c up, Acc.
- Asia**, 468 4th Ave., New York. (M-35) Articles on oriental life and thought interpreted in human terms; relations between East and West, Russia and Africa included. Little fiction. Marietta Neff; Gertrude Emerson. Good rates, Acc.
- Association Men**, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Devoted to life problems, interests of young men. Articles, personality sketches 2000 to 2500. Prefers query. F. G. Weaver. 1c up, Acc.
- Astounding Stories**, 80 Lafayette St., New York. (M-20) Fantastic pseudo-scientific short-stories up to 10,000, novelettes 20,000 to 30,000, 3 or 4-part serials 40,000 to 60,000. Love interest permitted. Harry Bates. 2c up, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Battle Aces**, 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger; H. S. Goldsmith. 1c up, Acc.
- Battle Stories**, 529 S. 7th St., Minneapolis, Minn. (M-25) War and air-war short-stories 3000 to 8000, novelettes 12,000 to 20,000, serials 35,000 to 60,000, installments of 15,000, ballad verse up to 32 lines. True front-line experience stories, first-person preferred. Roscoe Fawcett, Jack Smalley. 2 to 10c, poetry 25c line, Acc.
- Black Mask**, 578 Madison Ave., New York. (M-20) Detective, Western, border, short-stories 6000 to 8000, novelettes 12,000 to 15,000. Romance permissible. Joseph T. Shaw. Good rates, Acc.
- Blade and Ledger**, 510 N. Dearborn St., Chicago. (M-5) Clean romantic, adventure short-stories, small-town background 1000 to 3500. Wm. Fleming French. $\frac{1}{2}$ to 5c, Acc.
- Blue Book**, 230 Park Ave., New York. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Edwin Balmer; Donald Kennicott, associate. 2c up, Acc.
- Breezy Stories**, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 18,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.
- Calgary Eye-Opener**, Box 2068, Minneapolis. (M-25) Jokes, jingles, gags, wise-cracks, epigrams; humorous sketches up to 200, verse up to 60 lines; ideas for illustrations; light verse, prison, vagabond, emotional appeal. Cedric Adams; Phil Rolfsen, art ed. Humor \$3 to \$15, cartoons \$3 to \$10, verse 25c line up, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.
- Clues**, 80 Lafayette St., New York. (2M-20) Detective, mystery short-stories 3000 to 6000, novelettes 20,000 to 30,000, serials 40,000 to 60,000. W. M. Clayton, Carl Happel. 2c up, Acc.
- College Humor**, 1050 N. La Salle St., Chicago. (M-35) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, jokes \$1, verse 50c line, Acc.
- College Life**, 25 W. 43d St., New York. (M-25) Swift moving, realistic short-stories, collegiate background, sex interest, 4000 to 6000; novelettes 10,000, collegiate articles up to 1500, humorous verse, jokes. N. L. Pines. $\frac{1}{2}$ c up, verse 10c to 20c line, jokes 35c to 50, Acc.

Collier's, 250 Park Ave., New York. (M-5) Short-stories up to 8000, serials up to 60,000; articles, editorials. Wm. L. Chenery. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, Augusta, Me. (M-5) Short-stories 1000, articles of family interest, household miscellany. V. V. Detwiler. 1 to 3c, Acc.

Complete Detective Novel Magazine, 381 4th Ave., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500; short-stories up to 5000. Joseph Cox. 1c, Acc.

Complete Stories, 79 7th Ave., New York. (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½ to 2c, Acc.

Cosmopolitan (Hearst's International combined with), 57th St. and 8th Ave., New York. (M-35) Short-stories 5000; short-shorts 1000 to 1500, unusual light love, humorous themes; articles, personal experience, 4000 to 5000. Ray Long. First-class rates, Acc.

Country Gentlemen, The, Independence Sq., Philadelphia. (M-5) Short-stories, serials, articles of interest to rural readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 6000, novelettes 25,000, 2-part stories 14,000 to 18,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Cupid's Diary, 100 5th Ave., New York. (2-M-20) Sentimental love short-stories, girl's viewpoint 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000, lyrics 8 to 16 lines. Helen MacVichie. 1 to 2c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Dance Magazine, The, 25 W. 43d St., New York. (M-35) Articles on any branch of musical show business 2500. Paul R. Milton; Harold Hersey, publisher. 1c, Acc.

Delineator, Spring and Macdougall Sts., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Action, 205 E. 42d St., New York. (M) Action-mystery, detective short-stories 3000 to 10,000, novelettes 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Detective Book, 220 E. 42d St., New York. (M-20) Detective novels, crime articles, short-stories. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Detective Classics, 220 E. 42d St., New York. (M-20) Crime, detective short-stories, novelettes. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories up to 5000, novelettes up to 25,000, serials up to 80,000, 12,000-word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy Hubbard, associate Ed. Good rates, Acc.

Dream World, 1926 Broadway, New York. (M-25) First-person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. Short short-stories. Joseph T. Fanning. First-class rates, Acc.

Excitement, 79 7th Ave., New York. (M-20) Thrilling out-of-door adventure short-stories 1500 to 6000, serials. Lon Murray. Good rates, Acc. "Exciting Experiences" 1000 to 2000, \$15 each.

Far East Adventure Stories, 25 W. 43d St., New York. (M-25) Adventure fiction laid in Orient, Philippines, South Sea Islands, etc. Short-stories 3000 to 9000; novelettes 9000 to 25,000; 2-part stories 30,000. "New Authors' Corner." Wallace R. Bamber. 1 to 6c, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 220 E. 42d St., New York. (M-20) Action stories of the prize ring, short-stories 3000 to 6000, novelettes 10,000 to 14,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Film Fun, 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest essential. W. M. Clayton; John Burr. 2c up, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories, articles of interest to overseas men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum, 441 Lexington Ave., New York. (M-40) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

Frontier Stories, 220 E. 42d St., New York. (M-20) Old West short-stories 4000 to 6000, novelettes 10,000 to 12,000, novels 20,000 to 25,000; Old West fact articles up to 12,000, famous gunmen, sheriffs, etc.; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Gangland Stories, 25 W. 43d St., New York. (Bi-M-25) Gang short-stories, novelettes, 5000 up. Harold Hersey. Up to 1c, Acc.

Gangster Stories, 25 W. 43d St., New York. (M-25) Crime and gangster short-stories 5000 up, novelettes 25,000 to 30,000, novels 35,000 to 60,000. Harold Hersey. Up to 1c, Acc.

Gang World, 205 E. 42d St., New York. (M) Under-world, crime short-stories 5000 to 10,000, feature articles, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Ghost Stories, 25 W. 43d St., New York. (M-25) Articles, short-stories, serials, dealing with occult and supernatural. Harold Hersey. 1c up, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Articles on women's and household interests; short-stories, serials, verse. W. F. Bigelow. First-class rates, Acc.

Gun Molls, 305 E. 46th St., New York. (M-20) Gangster short-stories 3000 to 10,000; novelettes 10,000 to 30,000. Wm. L. Mayer. 1c, Acc.

Harper's Bazar, 56th St. and 8th Ave., New York. (M-50) Society and women's interests, short-stories, serials. Charles Hanson Towne. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Thomas B. Wells. First-class rates, Acc.

Holiday, Chrysler Bldg., New York. (M-10) Human-interest articles of holiday interest at home and abroad up to 1500. 3 to 7c, Acc. (Overstocked.)

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South 2000 to 5000, short-stories 3000 up, serials 60,000 up; verse, children's stories. Martha Stipe. 1½c up, verse 50c line, photos \$2.50 up, Acc.

Home Magazine, The, 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 2000, home service articles 1500, first-person true life dramas, short rhymed verse. Agnes Smith. 2c, usually Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 40,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-15) Emotional, confessional, first-person short-stories 2500 to 5000, serials 10,000 to 30,000. Jean Board. 1 to 2c, Acc.

Illustrated Detective Magazine, 55 5th Ave., New York. (M-10) Detective novels 60,000 up; short crime stories with photos. Kenneth Hutchinson. 2c, Acc.

Illustrated Love Magazine, 55 5th Ave., New York. (M-10) Love novels 60,000 up; short articles, love interest. Kenneth Hutchinson. 2c, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles usually arranged for. Short-stories 2000 up, serials up to 70,000; verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 220 E. 42d St., New York. (M-20) Cowboy short-stories 4000 to 6000, novels 25,000, serials 40,000 to 60,000, verse. J. B. Kelly. 1c up, Acc.

Liberty, 220 E. 42d St., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal 1000 to 5000, timely human-interest articles. Sheppard Butler. First-class rates, Acc. Short-stories under 1000, \$100 each.

Life, 60 E. 42d St., New York. (W-10) Humor in verse, skits, epigrams, sketches. F. B. Mallory. First-class rates, jokes up to \$5, Acc.

Lively Stories, 71 W. 45th St., New York. (M) Sex short-stories, feminine viewpoint, up to 4000, novelettes up to 10,000, verse. Rose M. Shipman. 1½c, Acc.

Love Romances, 220 E. 42d St., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, novels 20,000, serials 40,000 to 60,000; no first-person stories. Harriet A. Bradfield. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 2500 to 6000, novelettes 10,000; 2 to 6-part serials, installments of 12,000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Marriage Confessions, 100 5th Ave., New York. (M-20) First-person confessional short-stories, present-day marriage problems 2500 to 7500, serials 15,000 to 30,000. Jean Board. 1 to 2c, Acc.

Master Detective, The, 1926 Broadway, New York. (M-25) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. Alan Hynd. 2c, extra for photos, Acc.

McCall's Magazine, 230 Park Ave., New York. (M-10) General and household interests; provocative articles 1500 to 3000, short-stories 2500 to 6000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, 100 5th Ave., New York. (M-10) True-confession, first-person short-stories up to 5000; complete novels up to 40,000; serials 50,000. Lyon Mearson. Up to 2c, Acc.

Mystic Magazine, 529 S. 7th St., Minneapolis, Minn. (M-25) Popular, spectacular articles on occult subjects; photos. W. H. Fawcett; Maitland Scott, Asst. Ed. Good rates, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Popular articles on scientific research accompanied by human-interest photos. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

New York Magazine Program, 108 Wooster St., New York. (W) Short-stories 800 to 1000. Verse, fillers, jokes. Barbara Blake. 5c, Acc. (Overstocked.)

North America, 15 W. Franklin St., Baltimore, Md. (M) Articles stimulating desire for travel 1000 to 4000, short-stories 3000 to 5000. Modern style. Mary L. Thompson. 2c up, Acc. or Pub.

North-West Stories, 220 E. 42d St., New York. (M-20) Snow country, rangeland fast-moving action short-stories up to 6000, novelettes 20,000 to 25,000, serials 40,000 to 50,000. Sympathetic element required; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Outlaws of the West, 25 W. 43d St., New York. (Bi-M-25) Western short-stories, novelettes, serials. Harold Hersey. Up to 1c, Acc.

Outlook, 120 E. 16th St., New York. (W-15) Comment, reviews, timely articles, short-stories up to 3000, verse. Francis R. Bellamy. 1½c up, verse, \$10 to \$25, Acc.

Parent's Magazine, The, 255 4th Ave., New York. (M-25) Articles on family relationships, child care, training, health, education, 2500 to 3000; short-stories dealing with family relationships from psychological angle; verse not over 30 lines; jokes, pointers for parents, recipes, games, etc. Clara Savage Littledale. 1c, Acc.; jokes, etc., \$1 each, Pub.

Pennac, The, Rittenhouse Squ., Philadelphia. (M-25) Sports, outdoor articles, storyettes, humor 1000 to 1500. Frances M. Stiffer. 1½c up, photos \$1 up, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Percy Waxman. First-class rates, Acc.

Popular Magazine, 79 7th Ave., New York. (2M-20) Romantic adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 30,000, serials 70,000, masculine appeal. Richard Merrifield. Good rates, Acc.

Prison Stories, 25 W. 43d St., New York. (Bi-M-20) Prison short-stories 5000; novelettes 10,000 to 30,000. Harold Hersey. Up to 1c, Acc.

Racketer Stories, 25 W. 43d St., New York. (Bi-M-25) Gang short-stories 5000 up, novelettes 10,000 to 20,000, novels 25,000 to 30,000. Harold Hersey. Up to 1c, Acc.

Ranch Romances, 80 Lafayette St., New York. (2-M-20) Western love short-stories 4000 to 9000, novelettes 30,000 to 35,000, serials 60,000 to 70,000; Western fillers 100 to 500; Western love verse. Miss Fanny Ellsworth. 2c up, verse 25c, Acc.

Rangeland Love Story Magazine, 80 Lafayette St., New York. (M-20) Western love short-stories 5000 to 10,000, novelettes 30,000 to 35,000, serials 40,000 to 60,000. Verse, Western fact items 100 to 500. W. M. Clayton; Miss Fanny Ellsworth. 2c up, verse 25c line, Acc.

Real Love Magazine, 79 7th Ave., New York. (2M-20) Confession type first-person love stories. Daisy Bacon. Good rates, Acc.

Railroad Man's Magazine, 280 Broadway, New York. (M) Railroad short-stories 3000 to 8000, novelettes 10,000, serials 50,000 up. Railroad articles 2000 to 3000; verse, miscellany, photos; true experiences of railroad men 500 to 1500. Wm. Edward Hayes. 1½c, Acc.

Real Detective Tales, 1050 N. Lasalle St., Chicago. (M-25) Mystery, crime and detective short-stories 1000 to 8000, novelettes 15,000 to 30,000; up-to-the-minute true crime, detective and police stories 2000 to 15,000; photos. Edwin Baird. 1 to 2c, Acc.

Redbook, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer; Donald Kennicott, associate. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35) Articles on politics, economics, national and social problems, travel; short summaries of foreign articles. Albert Shaw. 2c up, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 4000 to 5000, short-stories 5000 to 9000, serials up to 90,000; humorous verse, skits, "Getting On in the World," "Outdoor" articles 1000. Geo. Horace Lorimer. First-class rates, Acc.

Scotland Yard, 100 5th Ave., New York. (M-20) Dramatic action-detective, mystery short-stories international locale up to 6000, novelettes 15,000, novels 30,000 to 40,000; sensational true features with photos 1500. Richard A. Martinsen, executive Ed. 1c up, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 7000; short-stories up to 5000; novelettes 15,000 to 35,000; little verse. Robert Bridges; Alfred Dashiell, Mng. Ed. Good rates, Acc.

Short Stories, Garden City, New York. (2M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, also 25,000, serials 35,000 to 75,000, outdoor fillers 50 to 500. Roy de S. Horn; Frederick Clayton, Associate. 2c up, verse 25c line; fillers 1c, Acc.

Sky Riders, 100 5th Ave., New York. (M-20) Air-war (any front) and air-adventure short-stories up to 6000, novelettes 15,000 to 20,000. Richard A. Martinsen, executive Ed. 1c up, Acc.

Smokehouse Monthly, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, epigrams, ballads. W. H. Fawcett; C. H. Wheeler, associate. Jokes \$1 to \$5, verse 25c line, Acc.

Snappy Magazine, 28 W. 44th St., New York. (M) Short snappy stories 1000 to 2500. Alexander Samalman. 1c, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 10,000. Lon Murray. Good rates, Acc.

Spur, The, 425 5th Ave., New York. (2M-50) Sport, travel, art, personalities, humor, verse. H. S. Adams. Good rates, Acc.

Stamp's Magazine, 17140 3d Ave., Detroit, Mich. (M) Short-stories 1500 to 2200; poems 20 lines. W. Howard Stamp. 1c, verse 25c line, Acc.

Star Magazine, Garden City, L. I., N. Y. (M-20) Adventure, exciting mystery short-stories, novelettes 20,000 to 25,000; two-part mystery-adventure stories 40,000; woman interest permissible. Roy de S. Horn. Good rates, Acc.

Startling Detective Adventures, 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases dealing with unusual crimes, shorts up to 6000, 2-part stories 10,000. John J. Green. 2c, photos \$5, Acc.

Sweetheart Stories, 100 5th Ave., New York. (2M-15) Love short-stories 6000 to 8000, novelettes 10,000 to 15,000, serials 20,000 to 35,000, verse 4 to 16 lines. Dorothy Grinnell. 1c to 2c, verse 25c line, Acc.

Thinker, The, 49 W. 45th St., New York. (M-25) Authoritative articles on modern thought-trends. Prefers query. Wm. H. Kofoed. Good rates, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Adventure, Western, sport, mystery, humorous short-stories up to 8000, novelettes 10,000 to 15,000, serials up to 70,000; verse up to 32 lines. Joseph I. Lawrence. 1c up, verse 25c line, Acc.

Triple-X-Western, 529 S. 7th St., Minneapolis, Minn. (M-25) Western short-stories up to 8000, novelettes 15,000 to 20,000, serials with thread of romance 45,000 to 60,000. Roscoe Fawcett; Jack Smalley. 1½c, Acc.

True Confessions, 529 S. 7th St., Minneapolis, Minn. (M-25) First-person, confessional short-stories up to 5000, serials up to 15,000; articles on sex and social problems. Roscoe Fawcett. 2c, verse 25c line, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True fact detective and crime stories with actual photos, preferably under by-line of detective or police official, 1000 to 8000; novelettes, serials, 15,000 to 40,000. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First-person short-stories 1000 to 8000 based on truth; true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer, 2c, jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, sophisticated short-stories, 1700 to 1800; light vers de societe, jokes on social themes. F. W. Crowninshield. Articles \$90 up, verse \$1 line, jokes \$5 to \$10, Acc.

Vogue, 420 Lexington Ave., New York (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Aces, 100 5th Ave., New York. (M-20) Air-war action short-stories up to 6000, novelettes up to 12,000, serials up to 25,000; articles on air-war topics 4000. C. W. Mowre. 2c up, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front war flying short-stories 3000 to 10,000, novelettes 12,000 to 25,000. Fact items up to 300. Carson W. Mowre. 2c, Acc.

War Stories, 100 5th Ave., New York. (M-20) War (all fronts) short-stories 3000 to 6000, novelettes 10,000 to 15,000, complete novels 25,000 to 35,000; woman interest permissible. Richard A. Martinsen, executive Ed. 1c up, Acc.

West, Garden City, New York. (2M-20) Western and Northwestern stories 2000 to 6000, novelettes 10,000 to 12,000, also 25,000, serials 45,000 to 65,000; verse up to 20 lines. Roy de S. Horn. 2c up, verse 25c line, jokes \$2.50, Acc.

Western Love Stories, 80 Lafayette St., New York. (Bi-M-20) Western love short-stories, novelettes, complete novels, verse. Fanny Ellsworth. 2c, Acc.

Western Rangers, 205 E. 42d St., New York. (M-20) Western character and action short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Western Romances, 100 5th Ave., New York. (M-20) Western short-stories, motivated by romance, up to 7000, novelettes up to 15,000, novels 25,000, verse. Wanda von Kettler. 1½c up, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; short articles on Old West up to 2500; verse. F. E. Blackwell; D. C. Hubbard, associate. Good rates, Acc.

Westland Love Magazine, 71 W. 45th St., New York. (M) Glamorous Western love short-stories 6000, novelettes 10,000 to 15,000. Rose M. Shipman. 2c, Acc.

Whiz Bang, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett; C. H. Wheeler, associate. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Stories and Complete Novel Magazine, 381 4th Ave., New York. (M-25) Western novels 60,000 to 70,000, short-stories up to 5000. Joseph Cox. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000; youthful but not juvenile. Ronald Oliphant. Good rates, Acc.

Wings, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000; complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-15) Articles on woman's interests 2000 to 4000; adventure, mystery, romantic short-stories 2500 to 5500, serials 40,000 to 50,000, short verse, jokes. Walter W. Manning. Good rates, Acc.

World's Work, Garden City, New York. (M-35) Authoritative articles on timely topics up to 4000, short items of general information, national subjects. Russell Doubleday. Good rates, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories, novelettes 2000 to 18,000. Cashel Pomeroy. 1c, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Abbott's Magazine, 3435 Indiana Ave., Chicago. (M-25) Feature articles on negroes, general subjects 3000 to 4000; short-stories 4000 to 5000; verse, miscellany, jokes. Lucius C. Harper. ½c, Pub.

Amazing Stories, 381 4th Ave., New York. (M-25) (also **Amazing Stories Quarterly**) Short-stories based on science with thread of romance 5000 to 20,000 words, novelettes 20,000 to 50,000. Scientific verse up to 40 lines. Miriam Bourne. ½c up, verse 25c line, Acc.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, dramatic storyettes 750 to 1000, occasional novelettes, serials. Isaac Landman; Elias Lieberman, literary Ed. ½c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Monthly and Germanic Review, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Weekly, The, 9 E. 40th St., New York. (W) Hearst newspaper feature section. Topical feature articles, illustrated. Serials usually by contract. Morrill Goddard. Ind., Acc.

Atlantica, 33 W. 70th St., New York. (M-35) Articles of interest to Italians in American scene, photos, short-stories 1500 to 2400. Dr. F. Cassola. ½c, Acc.

Best Detective Magazine, 79 7th Ave., New York. (M) Not at present in the market. F. E. Blackwell.

B'nai B'rith, 40 Electric Bldg., Cincinnati, Ohio. Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, distinctive short-stories. Seward Collins. Good rates, Acc. (Overstocked.)

Bozart, Ogelthorp University, Ga. (Bi-M-40) Distinctive poetry. Mary Brent Whiteside. Prizes.

Broadway Nights, 305 E. 46th St., New York. (M-25) Sexy, breezy short-stories, Broadway locale, 1500 to 3000, serials 5000 to 6000. 1c, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. Ind., Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) Articles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates, Pub.

Chicago Daily News, The, 400 W. Madison St., Chicago. (D-3) storyettes with woman interest 800, also 1500, articles of women interest up to 1500, humorous verses, jokes, epigrams. James A. Sanaker, feature Ed. 1c up, Pub.

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles, verse, miscellany. Juvenile fiction, articles. About 50c inch, verse 35c to 50c line, Pub.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. ½c up, Acc.

Contemporary Vision, 259 S. 44th St., Philadelphia. (Q-25) High-class poetry. Lucia Trent, Ralph Cheney. 25c line, Pub.

Current History Magazine, 229 W. 43d St., New York. (M-25) Impartial, objective, authoritative articles dealing with political, economic, social, cultural events, developments, written as chapters of contemporary history, 3000. George W. Ochs Oakes. 2c or by arrangement, Pub.

Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc.

Detective-Dragnet, 67 W. 44th St., N. Y. (M-20) Detective crook short-stories 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to ½c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-smith. \$4 column, Pub.

Far West Stories, 79 7th Ave., New York. (M-20) Not in the market. F. E. Blackwell.

Flying Aces, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

French Follies, 11 W. 42d St., New York. (M) Sex fiction. Henry Marcus. Inc. (Overstocked.)

Frolics, 305 E. 46th St., New York. (M-25) Sexy, supposedly serious short-stories 2300 to 2500, 3-part stories 3000 each part. 1/2c, Pub.

Gay Parisienne, 143 W. 20th St., New York. (M) Sex fiction. (Slow.)

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 3000. Marion White. 1/2c, Pub.

Ginger Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy humorous short-stories 2300 to 2500. 1/2c, Pub.

Golden Book, The, 55 5th Ave., New York. (M-25) Principally reprints, translations of short foreign stories and poetry, suggestions of high-class literary material for reprint. F. Field and R. Rockefeller. 1c, Acc.

Golden West, The, 67 W. 44th St., New York. (M-20) Western short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. A. A. Wyn. 1 to 2c, Pub.

Good Stories, Augusta Maine. (M-5) Short-stories. G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1500 to 5000; articles, with art 1800 to 2500; household articles, short illustrated stories for women's and children's pages. Howard R. Davis, \$3.50 to \$10 per short-story, articles \$1.50 to \$20, photos \$1 to \$1.50, Acc.

High Spot Magazine, 79 7th Ave., New York. (M) Not in the market. Edmund C. Richards.

Hollywood Nights, 11 W. 42d St., New York. (M) Sex fiction. Henry Marcus. Inc. (Overstocked.)

Home Circle Magazine, 327 E. Caldwell St., Louisville, Ky. (M-5) Clean romantic short-stories 3500 to 5000. John H. Sutcliffe. 1/4c up, Pub.

Home Digest, 7310 Woodward Ave., Detroit. (Bi-M-10) Home, domestic and outdoor articles, features about famous people, 1000; meatless recipes, household hints. Short-stories 800 to 1000; verse. M. Allen Neff. 2c, verse \$5, photos \$2 to \$5, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Romantic short-stories 5000, jokes, verse. E. A. Weishaar. 1/4c to 1c, verse 15c line, jokes 25c to \$1, photos \$1.50 to \$3, Acc.

Homemaker, 401 Scott St., Little Rock, Ark. (M-10) Household miscellany; short-stories up to 3000; two-part stories 5000. Mrs. F. B. Cotnam. Low rates, Pub.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Household articles on home interests, short-stories (usually reprints), departments. Mary H. McGovern. Low rates, Pub.

Household Journal, Batavia, Ill. (M-5) Short-stories. \$5 a story, Pub.

Houston Gargoyle, The, 823 Merchants and Mfrs. Bldg., Houston, Texas. (W-15) Sophisticated articles, essays, skits, short-stories, smart verse. Allen V. Peden. 1 1/2c, verse 2c, Pub.

Illustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200. Wm. James Price. Prizes only.

Jewish Tribune, The, 570 7th Ave., New York. (W-15) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. 1/2c to 3/4c, Pub.

Journal of American Poetry, 5 Camp Green Ave., Charlotte, N. C. Poetry, critical articles, reviews. Alice McFarland. No payment.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Kaleidoscope, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-15) Verse, book notices, etc. Whitney Montgomery; Vaida Montgomery. Prizes.

La Patee, 143 W. 20th St., New York. (M) Sex fiction. (Slow.)

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Man Stories, 537 S. Dearborn St., Chicago. (M-25) Adventure short-stories. Samuel Bierman. 1c, Pub.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Hubert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Pub.

Mother's Home Life, 315 S. Peoria St., Chicago. (M-10) Short-stories 2000, household articles 1000, miscellany. Mary H. McGovern. 1/4c up, Acc.

Mystic World, 527 S. Clark St., Chicago. (M-25) Mystical, occult fact and fiction. Ross K. New. No payment.

Nation, The, 20 Vesey St., New York. (M-15) Reviews, comment, news features 1800, verse. Oswald G. Villard. 1c, Pub.

National Bootlegger, The, 312 S. Clark St., Chicago. (M) Farical stories, sketches up to 1000, humorous verse up to 50 lines. Kristen Svanum. Ind., Acc.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 2000, exceptional verse. Bruce Bliven. 2c, Pub.

Nifty Stories, 25 W. 43d St., New York. (M) Sex fiction. Inc. (Slow.)

Nomad, The, 150 Lafayette St., New York. (M-35) Illustrated articles of interest to travelers 2000, lively and humorous style. Melba Melsing. 2 to 3c, Pub.

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles 2500, unsteretyped short-stories, occasional verse. John Peel. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Effa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 17 Madison Ave., New York. (M) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Oriental Stories, 840 N. Michigan Ave., Chicago. (Q-25) Action-adventure fiction, Asiatic, Near East and Oriental locale; burning love stories of the Orient; short-stories, novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. 1/2c up, poems \$1 up, Acc.

Overland Monthly, Phelen Bldg., San Francisco. Articles, Western interest, short-stories, verse. No payment.

Parisian Life, 11 W. 42d St., New York. (M) Sex fiction. Henry Marcus. Inc. (Overstocked.)

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gayer side of Paris, verse up to 16 lines, jokes. Pierre Dumont. 1/2c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

People's Popular Monthly, 801 2d St., Des Moines, Iowa. (M-5) Romantic, optimistic short-stories 5000, serials 60,000; articles, feminine appeal 500. Ruth Elaine Wilson. Good rates, Pub.

Pep Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy, humorous short-stories, surprise endings, 2500 to 3000; 3-part stories, installments of 3000. 1c, Pub.

Playgoer, 134 N. LaSalle St., Chicago. (W-5) Short-stories 750 to 1000, theatre articles 150 to 250, occasional verse, news items. Emery Brugh. 1c up, Pub.

Poet, The, 22 E. 12th St., Cincinnati, O. (M) Short poems. M. M. Conlon. \$1 per poem, Acc.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

Psychology, 101 W. 31st St., New York. (M-25) Applied psychology, inspirational, success articles up to 3000, short stories, verse. 1c, Pub.

Real Smart, 25 W. 43d St., N. Y. (M) Sex fiction. Inc. (Slow.)

Sky Birds, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Spicy Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy humorous short-stories 2000 to 3000, surprise endings. 3-part serials 3000 each installment. 1c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

St. Louis Town Topics, Planters Bldg., St. Louis, Mo. (M-25) Sophisticated short-stories 1500 to 2500, articles on homes and gardens 1000 to 2000, light editorials, poems. J. G. Hartwig. 1c, \$5 prize for poems, Pub.

Tattler and American Sketch, The, 331 Madison Ave., New York. (M) Satires, burlesques with social slant. J. C. Schemm. 1c, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, plays. Harry Stephen Keeler. \$6 a story, Pub.

Town Topics, 2 W. 45th St., New York. (W-25) Short-stories not over 1500, verse up to 24 lines, jokes, miscellany of social flavor. A. R. Keller. 1c up, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated travel articles, any part of world, 1500 to 5000. Color, human interest, adventure angles desired. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Two-Gun Stories, 537 S. Dearborn St., Chicago. (M-25) Western short-stories up to 10,000. Samuel Bierman. 1c, Pub.

Underworld, 67 W. 44th St., New York. (M-20) Rack-teering, gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. A. A. Wyn. 1 to 2c, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 80 Lafayette St., New York. (M) Reprint fiction, not buying at present. W. M. Clayton.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 67 W. 44th St., New York. (M-20) Western short-stories 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Wonder Stories, 96 Park Place, New York. (M-25) Adventure short-stories, novelettes, on science developments of the future up to 20,000, serials 35,000 to 65,000. Articles on science or world of the future up to 6000. H. Gernsback. Up to 1c, Pub.

Wow, 305 E. 46th St., New York. (M-25) Youthful, peppy, snappy short-stories not too sexy 3000 to 3500, novelettes 5000, 1c, Pub.

Yale Review, Yale Station, New Haven, Conn. (Q-4) Comment, reviews; political, literary, scientific, art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, 1 Dexter Park Ave., Chicago. (M-10) Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Bureau Farmer, The, 58 E. Washington St., Chicago. (M-5) Illustrated articles on economic and social phases of agriculture 1800 to 2500; short-stories, agricultural setting, 1800. H. R. Kibler. 1c to 4c, photos \$1 to \$3, Acc.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/2c to 1c up, Acc.

Farmer and Farm, Stock and Home, The, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles with photos, miscellany, short-stories for special events; serials, farm or Western background, 20,000 to 35,000. Berry H. Akers. 1/2 to 1c, Acc.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 3000 to 4500, serials up to 22,000. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. Roland C. Hartman. 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 1200. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Southern Ruralist, Birmingham, Ala. (2-M) Farm miscellany. Inc.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2000. Limited market; send outline first. Orden C. Oechsh. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

Wallace's Farmer & Iowa Homestead, Des Moines, Ia. (W-5) Agricultural articles, serials. H. A. Wallace. 1/2c to 1c, photos \$1 to \$5, Acc. and Pub.

Waverly Pub. Co., Waverly Pa. (Rhode Island Red Journal, Plymouth Rock Monthly, Leghorn World, Wyandotte Herald.) Illustrated poultry articles and success stories. Frank Gruber. 1/2c, Pub.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub.

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1/2 to 2c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphia. (W-5) Articles of interest to professional photographers 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. (M-20) Photography articles 500 to 1500. Frank V. Chambers. Ind., Acc.

International Studio, 572 Madison Ave., New York. (M-75) Illustrated articles for art collectors, connoisseurs. H. J. Whigham. \$40 to \$75 per article, Pub. (Overstocked.)

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, monthly photograph competition. A. H. Beardsley. 1/2c up, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1/2c, verse 3 to 5c, photos \$3 to \$5, Acc.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 10th Ave. at 36th St., New York. (M-20) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Acc.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1500. Anton S. Rosing. 1c, photos \$1 to \$2, Acc.

National Aeronautic Review, Dupont Circle, Washington, D. C. (M) Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Good rates.

Popular Aviation Combined With Aeronautics, 608 S. Dearborn St., Chicago. (M-25) Aviation articles providing thrills and action; aviation mechanics. Briefs, 100 to 800; articles 1500 to 3500 with photos. B. G. Davis. 1c, photos \$3, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, naval architecture, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Acc.

Transportation, 412 W. 6th St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c up, Pub.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation, 100 to 3000. R. Randall Irwin. 1c, 1/2c for news items, Pub.

Western Highways Builder, Union League Bldg., Los Angeles. (M-20) Signed articles by Western highway engineers or street officials; pictures of equipment in use on Western roads. Howard B. Rose. Good rates, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-3) News of advertising campaigns, agencies, etc. Murray E. Crain. 1c, Pub.

American Mutual Magazine, 142 Berkeley St., Boston. (M-15) Business articles 1200 to 1400, editorials 300 to 400, short verse, jokes. Carl Stone Crummett. 1c to 5c, photos \$1 to \$5, Acc.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beaty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. C. W. Barron. Ind., Acc.

Business Week, The, 10th Ave., at 36th St., New York. (W-15) Not in the market. Marc A. Rose.

Credit Monthly, 1 Park Ave., New York. (M-25) Articles on relations between credit managers of wholesale concerns and retail customers 1000. Chester H. McCall. 134c, Pub.

Coast Investor & Industrial Review, 576 Sacramento St., San Francisco. (M) Investment feature articles. George F. Edwards. 1c, Pub.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1/2c to 5c, Acc.

Factory and Industrial Management, 520 N. Michigan Ave., Chicago. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) Facts of business evolution humanized in authorized interviews. Interpretation of economic facts and business news events, fillers 200 to 300. B. C. Forbes; J. Charles Lane, Mng. Ed. 5c, photos \$5, Pub.

Fortune, 205 E. 42d St., New York. (M-\$1) Staff written business articles.

How to Sell, Mount Morris, Ill. (M-15) News magazine of direct-mail selling. Fact items 300 to 1500; jokes, skits, anecdotes with selling flavor. 1/4c to 1c up, jokes 50c and \$1, Acc. or Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-15) True experiences in direct selling 2000 up. Otis F. Herrmann. 1/2c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 1800, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$2 or \$3, Acc.

Management, 105 W. Adams St., Chicago. (M-25) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing methods, signed by executives. L. P. Alford. \$10 page, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (W-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Interviews with big business men; illustrated material to inspire or advise salesmen up to 3500. James R. Quirk. Short material 1c, longer material 1 1/2 to 2c, Acc.

Postage & Mailbag, 68 35th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 21 E. 40th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Inspirational direct-selling articles, short-stories. Staff-written at present. George F. Peabody. 1 1/2c up, Acc.

System, 10th Ave. at 36th St., New York. (M-25) Business experience articles, profit-making ideas up to 2000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising & Western Business, 564 Market St., San Francisco. (W) Articles on sales and advertising, emphasis on results, 1000 to 1800. Douglas G. McPhee. 1c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles on house design, interior decoration, gardening, with photos, up to 1800. Reginald T. Townsend. \$50 per article, Acc.

Architect, The, 485 Madison Ave., New York. (M-75) Special articles, photos, on arts and crafts, stained glass, murals, sculpture, mosaics, etc. Mrs. A. Holland Forbes. \$35 to \$50 per article, Pub.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical illustrated home decoration, architecture, gardening articles by authorities. Mary Fanton Roberts. F. E. Warner. 1 to 2c, Pub.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson, 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, nature, general features 2000 to 3000; good short fiction. Tom Cathcart. Articles \$100 up, fair rates for fiction, Acc.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening. S. H. Powell; E. Canton. Ind., Pub.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, nature articles 2000. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. A. H. Samuels. 1c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. 1c up, Acc.

Keith's Beautiful Homes, 100 N. 7th St., Minneapolis. (M-25) Illustrated architectural, interior decoration, landscaping articles 300 to 1500. M. L. Keith. Ind., Pub.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Helen B. Ames. 2c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden, vacation, outdoor articles, Western appeal, 1500 to 2500. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Acc.

Town and Country, 672 Madison Ave., New York. (2M-50) Limited market. Verse 4 to 6 lines. H. J. Whigham. 25c line, Acc.

Your Home, 1926 Broadway, New York. (M-25) Practical illustrated articles on home ownership, building, gardens. Prefers to be queried. Harry J. Walsh. 2c, Pub.

EDUCATIONAL

Child Welfare Magazine, 5517 Germantown Ave., Germantown, Pa. (M-10) Educational articles up to 1500, verse. Martha Sprague Mason. 1/2c, verse 10c line, Acc.

Grade Teacher, The, 54 Clayton St., Boston. Practical articles on elementary education. Florence Hale. Ind., Pub.

Industrial Arts and Vocational Education, 129 E. Michigan St., Milwaukee, Wis. (M-25) Articles on vocational subjects, short news items on shop courses offered. John J. Metz. 1/2c, photos \$2, news items 1/4c, Pub.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Normal Instructor and Primary Plans, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1c, Pub.

HEALTH, HYGIENE

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, food, food preparation, child training, health, housekeeping; entertaining articles on schools, travel, gardens, recreation, careers of conspicuous women, restaurants, 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 370 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles. Philip P. Jacobs. Low rates, Pub.

Physical Culture, 1925 Broadway, New York. (M-25) Personal experience articles on recovery of health by natural methods; short-stories, serials of outdoor atmosphere and love interest, unsophisticated type. Harry Payne Burton. 2c, photos \$3 to \$5, Acc.

Strength, 2741 N. Palethorp St., Philadelphia. (M-25) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James F. Cooke. \$5 column, Pub.

Musical America, 113 W. 57th St., New York. (2-M-15) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musician, The, 113 W. 57th St., New York. Not in the market. Paul Kempf.

Musical Observer, The, 119 W. 57th St., New York. (M-25) Informative articles on music 800 to 2000; provocative editorials 200 to 400; success stories of teachers or musicians who have overcome handicaps. Dorin K. Antrim. 1 to 2c, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of Bible class activities 100. Lucius H. Bugbee. ½ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W) Short-stories of religious tone, articles on topics of the day, religious poems not over 16 lines. Rev. D. E. Hudson, C.S.C. \$3 page, poems \$5, Pub.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Advocate, The, 150 5th Ave., New York. (W) Articles, miscellany. Dr. D. F. Diefendorf. Inc.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Romantic, adventure, mystery, humorous short-stories 2500, serials 20 to 25 chapters 2500 each, illustrated articles on curiosities, travel, etc., 600. Robert P. Anderson. ½c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. A. L. Lawson. Varying rates, Acc. (Overstocked.)

Churchman, The, 6 E. 45th St., New York. (W-10) Liberal christianity articles, verse. Rev. Guy Emery Shipley, Litt. D. Ind., Pub.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 4 to 20 lines. Rev. Benedict Brown, O. S. B. ½c, Acc.

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. ½c up, Acc.

Living Church, The, 1801 Fond du Lac Ave., Milwaukee. (W) Short articles on religious and social subjects, Episcopal viewpoint, verse, no fiction. C. P. Morehouse. \$1.50 column, Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on church educational work 1500 to 1800, short-stories, Biblical background, to 1800, serials up to 12 chapters. Guy P. Leavitt. ½c, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M) Articles of Catholic interest 1500 to 2000, clever short-stories 1500 to 2500. Rev. Kieren P. Moran, C.M. 1c, verse about 50c line, photos \$1, Acc.

Presbyterian Advance, The, 150 4th Ave., N. Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., LL.D. \$1 column, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ½c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. ½c, Acc.

Union Signal, The, Evanston Ill., (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers ½c, stories and articles up to 1c, photos \$1, Acc.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½, Pub. (Overstocked.)

Everyday Mechanics, 96 Park Place, New York. (M) Articles on practical photography, chemistry, electricity, radio, woodworking, metalworking, mechanical devices, home craftsmanship. H. Gernsback. Ind., Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft "how-to-make-it" articles 500 to 1500, shop hints, new devices. E. A. Weishaar. 1c to 4c, photos \$1.50 to \$3, Acc.

Model Airplane News, 25 W. 43d St., New York. (M-15) Simply written technical aerodynamic articles, adult and juvenile, 3000 to 5000. Harold Hersey, publisher; Capt. H. J. Loftus Price, Ed. 1c, pictures \$3, Acc.

Modern Mechanics and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements. L. K. Weber. 1c to 10c, \$3 up for photos, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-25) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Radio Digest, 420 Lexington Ave., New York. (M-35) Non-technical radio fact items, short humorous verse, jokes, epigrams, "Hits-Quips-Slips" on radio programs. Raymond Bill; H. P. Brown, Mng. Ed. \$1 to \$5 up, Pub.

Science and Invention, 381 4th Ave., New York. (M-25) Illustrated popular articles on invention, science, discoveries, how-to-make-its, up to 2000. J. H. Kraus. 1 to 2c, photos \$3 to \$5, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests and Forest Life, 727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, wild-life articles up to 2500, photos of forest oddities. Ovid M. Butler. 1c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Inc.

American Rifleman, Barr Bldg., Washington, D. C. (M-25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Laurence J. Hathaway. Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (2-M-15) Boxing, weight-lifting, baseball, sport articles. Inc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ½c to 1½c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities, illustrated. A. R. Harding. ¼ to ½c, Acc.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. G. Gregson. 2c, Pub. (Overstocked.)

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 541 W. Randolph St., Chicago. (M-25) Wilderness adventure, hunting, fishing, camping, outdoor sports articles, short-stories, occasional novellettes. Cal Johnson. ½ to 3c, Acc.

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-25) Articles on hunting, fishing, camping, boating and allied subjects. Harry McGuire. Up to 3c, Acc.

Sports Afield and Trails of the Northwoods, 1645 Hennepin Ave., Minneapolis. (M-20) Hunting, fishing, camping articles, outdoor fiction. Ivan B. Romig. ½c up, Pub.

Sportsman, The, 60 Battery-march St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson. 2½c, photos \$5 up, Acc.

Sportsman's Digest, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping stories 1500. George A. Voegelé. ½ to 1c, Pub.

THEATRICAL, MOTION PICTURE

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatrical articles on assignment only. Wilfred Riley.

Drama Magazine, The, 15 W. 44th St., New York. (M-50) Theatrical, dramatic feature stories, news, photos, 2000. Albert E. Thompson. 1c, Pub.

Hollywood Magazine, 529 S. 7th St., Minneapolis, Minn. (M-15) Movie feature articles, sophisticated appeal. Roscoe Fawcett; Ruth Biery, Western Ed. Liberal rates, Acc.

Modern Screen Magazine, The, 100 5th Ave., New York. (M-10) Photoplay fan material up to 2000. Ernest V. Heyn. Good rates, Acc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles, usually on assignment. Laurence Reid. Ind., Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars, usually on assignment. Laurence Reid. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

New Movie Magazine, 55 5th Ave., New York. (M-10) Fan material, usually by arrangement. Frederick James Smith. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Leonard Hall, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Play, 529 S. 7th St., Minneapolis, Minn. (M-25) Authentic articles of interest to movie fans, usually on assignment. Roscoe Fawcett; Ruth Biery, Western Ed. Liberal rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 99 Regent St., London W 1, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, poems \$5, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman. Inc.

TRADE JOURNALS, MISCELLANEOUS

Aeronautical Industry, 1265 Broadway, New York. (W-20) Articles of trade interest only when ordered. News correspondents. Michael Froelich. Space rates, Pub.

American Artisan, 139 N. Clark St., Chicago. (W) Illustrated articles on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$2.50 column, photos \$3, Pub.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll K. Michener, Mng. Ed. 1c up, photos \$1 to \$3, Acc.

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. ½c to 1c, photos \$2, Acc.

American Paint and Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles. J. Leyden White. Good rates, Pub. (Overstocked.)

American Perfumer, 432 4th Ave., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Resorts, 5 S. Wabash St., Chicago. (M-20) Practical resort operation articles 1000. C. A. McBride. ½ to 1c, photos \$2, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per M., Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-20) Articles 500 to 1000 dealing with specific problems and successes in park and bathing pool management. Charles Wood. 1c, photos, \$1.50, Pub. (Overstocked.)

Aquatics and Beach and Pool, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming pool and beach operation, particularly country clubs and municipally operated pools, 1000. Charles Wood. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Art of Mosaics & Terrazzo, 221 W. 20th St., Chicago. Articles on use and sale of mosaics and terrazzo work. P. C. Connelley. 1c, photos \$2, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-20) Business-building plans for bakers, technical articles, chiefly supplied by staff. E. T. Chissold. \$5 to \$15 page.

Battery Man, The, Terre Haute, Ind. (M) Articles on battery merchandising and successful operation of battery shops. M. A. Denny. Up to 1c, Pub.

Beverage Journal, 431 S. Dearborn St., Chicago. (M) Pet success ideas used by bottlers 200 to 500, occasionally longer. E. J. Sturtz. ¼c, Acc.

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Robert L. Moffett. ¼c up, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. ¼c, Acc. News items, first 100 words 2½c, balance each item ¼c.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Godfrey M. Lehar. High rates.

Chain Store Management, 114 E. 8th St., Los Angeles. (M) Authentic articles in food chain store field 1000 to 1500. H. H. Lestic. 1½c, photos \$2.50, Pub.

Cleaners and Dyers Review, 128 Opera Place, Cincinnati. (M-30) Technical articles, success stories, proved merchandising plans up to 2000; illustrations desirable. Gus Kepler. ½c, Pub.

Cleaning and Dyeing World, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. Albert R. Kates. About ¼c, Pub.

Commercial Car Journal and Operation and Maintenance, Chestnut and 56th St., Philadelphia. (M) Articles on selling, servicing, operation of motor trucks. George T. Hook. Good rates, Pub.

Concrete Products, 542 S. Dearborn St., Chicago. (M) Articles on manufacture and marketing of cement products. E. S. Hanson.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail manufacturing candy businesses and candy jobbing. Eugene Pharo. Up to 1c, Acc.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-15) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Diesel Power, 521 Fifth Ave., New York. (M) Articles on oil engine uses. J. Kuttner. 1c, Pub.

Display Topics, 291 Broadway, New York. (M) Window-display, merchandising articles. Jerry McQuade. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. ¼c up, photos \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. Prentice Winchell. 1c, photos \$3, Pub.

Druggist, The, Liberty and Chicago Sts., Jackson, Tenn. Helpful drug trade miscellany. Seale B. Johnson. ¼c, \$2.50 for photos, Acc.

Druggists Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. Dan Kennick. Good rates, photos \$3, Pub.

Drug Trade News, 291 Broadway, New York. (Bi-M) News of manufacturers in drug and toilet goods fields. Dan Kennick. Ind.

Dry Goods Economist, 239 W. 39th St., New York. (M-25) Articles of broad interest to department store field; problems of business with solutions which have been profitably worked out, up to 1500. C. K. MacDermut, Jr., Mng. Ed. 1½ to 2c, photos \$2, Acc.

- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. Rudolph A. August. 1c up, Acc.
- Electrical Installation**, 461 Eighth Ave., New York. (M-35) Electrical installation articles with wiring diagrams, photos. News items of electrical contractors and others who install electrical equipment and lighting. Leslie H. Allen, Mng. Ed. 1c up, photos \$2 up, Pub. (Query.)
- Electric Refrigeration News**, Maccabees Bldg., Detroit. (Bi-W-15) Articles on installation and service of electric refrigeration equipment in apartment houses, meat markets, grocery stores, etc., 500 to 1000; news. Wm. Jabine. 1c, Pub.
- Electrical West**, 833 Mission St., San Francisco. (M-25) Interested only in western electrical problems and plans. Wm. A. Cyr, Assoc. Ed. 1c, Pub. (Overstocked.)
- Enamelist**, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. R. C. Harmon, Asso. Ed. 1½ to 4 or 5c, photos, \$2 up, Acc.
- Excavating Engineer**, The, South Milwaukee, Wis. (M) Illustrated excavating articles. \$4 column, photos \$1, Pub.
- Feedstuffs**, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. 1c up, Acc.
- Food Profits**, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short-cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.
- Ford Dealer and Service Field**, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. 1c, Acc.
- Ford Dealers News**, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. ½c up, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods of furniture merchants 500 to 1500. J. A. Gary. 1c, \$2 for photos, Pub.
- Furniture Index**, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. H. W. Patterson. Good rates, Acc. Query.
- Furniture Journal**, 666 Lake Shore Drive, Chicago. (M-25) Miscellaneous trade material supplied by regular correspondents. Occasionally buys articles on exceptional developments in industry. W. G. Watrous. 1c up, photos up to \$3, Pub.
- Furniture Record**, 200 N. Division St., Grand Rapids, Mich. (M-30) Actual dealer experience stories on furniture merchandising, advertising, display; radio, floor coverings, drapery merchandising in furniture stores; interior decoration, 500 to 1500. K. C. Clapp. 1c, photos \$1 up, Pub.
- General Building Contractor**, 119 W. 40th St., New York. (M-25) Material on assignment only, mostly by staff. Story-telling pictures of construction projects. Theodore A. Crane, Ed.; P. A. Stone, Mng. Ed. Ind., Pub.
- Giftwares and Decorative Furnishings**, 1181 Broadway, New York. (M-20) Illustrated articles on operating gift and art shops 500 to 1200. Lucille O'Naughlin. 1c, photos \$3, Pub.
- Good Hardware**, 79 Madison Ave., New York. (M-20) Illustrated articles 100 to 200 for hardware dealers; humorous verse, jokes, epigrams, pertaining to the trade. Ralph F. Linder. 2c, jokes \$2, Acc.
- Hide & Leather**, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.
- Hosiery Age**, 243 W. 39th St., New York. (M-25). Undergoing drastic editorial changes. Query later for requirements. Clinton G. Harris.
- Hotel Management**, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.
- Hotel Review**, 221 W. 57th St., New York. (W) Newspaper of eastern hotel industry; monthly feature edition. A. M. Adams. Low rates.
- House Furnishing Review**, 30 Church St., New York. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photos 300, fact items, fillers. S. P. Horton, Asso. Ed. 1c, biographies \$7.50, Pub.
- Ice Cream Field**, 461 8th Ave., New York. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. H. Hooker. ½c to ¾c, photos 50c to \$1, Acc.
- Ice Cream Review**, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice-cream manufacturers and employees. E. K. Slater. ½c up, Pub.
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of wholesale ice cream companies. Harry W. Huey. 1c, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.
- Industrial Retail Stores**, 114 E. 32d St., New York. (M) Articles on company or employee-owned stores 750 to 1500. ½ to 1c, photos \$1 to \$3, Pub.
- Inland Printer**, 330 S. Wells St., Chicago. (M-40) Constructive articles on production, selling, and management problems of printing industry. J. L. Frazier. \$10 page up, Pub.
- Institutional Jobber**, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 1500, fact items, photos. Gene Van Guilder. 1c up, Acc.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated articles on shop layouts, unusual methods, etc., 1500 to 2000. Charles A. Greig. 1c, \$1 per illustration, Pub.
- Jewelers' Circular**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.
- Jewelry Trade News**, 1505 Race St., Philadelphia. (W) Jewelry business articles, interviews, news. F. C. Emmerling. 1c to 2c, news ½c, Acc.
- Jobber Topics**, Tribune Tower, Chicago. (M) Stories about successful automotive jobbers and methods, short inspirational poems, jokes. Ken Cloud. Approx. 1½c, photos \$3, Pub.
- Keystone, The**, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.
- Laundryman's Guide**, 504 Bona Allen Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets, maintenance, layout of production line, etc. in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed.; W. B. Savell, Mng. Ed. ½ to 1c, Pub.
- Linens and Handkerchiefs**, 114 E. 32d St., New York. (M) Articles on linen and handkerchief displays, merchandising, interviews with buyers, news of market, inventions. Lillian Borchardt. 1c, photos \$1.50 to \$3, Pub.
- Luggage and Hand Bag Modes**, 1181 Broadway, New York. (M-10) Luggage retailing, display articles up to 2000. Edward Borak. About 1c, photos \$3 to \$5, Pub.
- Magazine of Light, The**, Nela Park, Cleveland, O. (M-20) Articles on unique lighting installations, involving incandescent lamps. J. W. Milford. 1c, Acc.
- Manufacturing Jeweler**, The, 42 Weybosset St. Providence, R. I. (W-5) Articles pertaining to manufacturing and wholesaling, "ghost" preferred. W. Louis Frost; J. E. Bullard, Assoc. Ed. ½c, Pub.
- Materials Handling & Distribution**, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. John A. Cronin. Ind., generally Pub.
- Meat Merchandising**, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. Guy Pulley. 1c, Pub.
- Merchandising Ice**, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½c to 1c, Acc.
- Metalcraft**, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on metal work. H. W. Patterson. Good rates, Acc. Query.
- Milk Dealer**, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. E. K. Slater. ½c, Pub.
- Millinery Trade Review**, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.
- Modern Stationer**, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. 1c, photos \$3, Pub.
- Mortuary Management**, 1095 Market St., San Francisco. (M) Articles on successful morticians and their methods. Fred Witman. ½ to 2c, Acc.
- Motor Boat**, 521 5th Ave., New York. (M-25) Articles on boat and engine selling and manufacturing methods 800 to 1000, short kinks, news items of builders and dealers. Gerald T. White. \$10 page, Pub.
- Music Trade News**, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. ½c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000; news items 50 to 100. W. B. Savell. 1/2c to 1c, photos 50c to \$1, Acc.

National Cleaner & Dyer, 521 5th Ave., New York. (M-20) Success stories, technical, salesmanship articles. Roy C. Denney. Fair rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-20) Little outside material and that on strictly merchandising subjects. Francis R. Bentley. 1/2 to 1c, Acc.

National Lumberman, 249 W. 39th St., New York. (M) Industry news and departmental matter. Ralph McQuinn. 1c up, photos \$2, Pub.

National Retail Lumber Dealer, 824 Hearst Bldg., Chicago. (M) Actual interviews with lumber dealers, stressing specialty departments, and lumber retail stores; fillers and shorts. Lyman M. Forbes. 1c, Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. 1/2c, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. 1c up, Acc.

Nugent's, 239 W. 39th St., New York. High-class articles on women's specialty shops. Small market. Clinton G. Harris. 1 1/2c, photos \$2.50, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. Articles on selling office equipment. Fair rates, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Optometric trade miscellany. 1/2c, Pub.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Drug merchandising articles. Curtis L. Beach. Low rates, Pub.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners and soda-fountain owners 500 to 2000. Curtis L. Beach. \$5 page, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation field—railways, motor trucks, warehouses, etc., 1000 to 2500. C. M. Bonnell, Jr. 1/2 to 1c, photos 50c to \$1, Pub.

Petroleum Age & Super Service Station, 500 N. Dearborn St., Chicago. (M) Articles on handling and distribution of petroleum products, successful service stations, etc. 25c inch, Pub.

Petroleum Marketer, The, 913 Hunt Bldg., Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 1/4c, Pub.

Plumbers' and Heating Contractors' Trade Journal, 239 W. 30th St., New York. (2-M) Merchandising features showing how plumbers sell more goods, 500 to 800, photos, hobbies of plumbing or heating contractors with photos 300 to 500. Prefers query. R. G. Bookhout. Good rates, Acc.

Power, 10th Ave. at 36th St., New York. (W-15) Technical articles on power generation up to 3000, by engineers or power executives. E. C. Hutchinson. Ind., Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Power plant operation articles. Arthur L. Rice. 1/4c, Pub.

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 2000, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 27 to 40c per inch, photos 1/2 space rates, Pub.

Printing Industry, The, 608 S. Dearborn St., Chicago. (M) Practical printing articles 750 to 3000. B. F. Chittick. 1 to 2c, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph F. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Articles on books and book-selling, miscellany for book dealers. R. R. Bowker; F. G. Melcher. 1c, Acc.

Radio-Music Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice. Walter F. Cox. \$4 column, Pub.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M) Short fact items on furniture merchandising. Feature articles on assignment only. K. A. Ford. 1 1/2c, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 1500 to 2000. Special attention to home furnishings. William Nelson Taft. 1c to 1 1/2c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. 1/2 to 1c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood. Inc.

Sanitary and Heating Age, 239 W. 39th St., New York. (M-25) Well-illustrated merchandising articles. Clyde Jennings. 1c, Pub. (Overstocked.)

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. 1/2c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service station operation. Buys little except from regular correspondents. R. H. Argubright. 1/2c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news 1/2c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. 1/2c to 1 1/2c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. John R. Ward. 1c, Pub.

Southern Funeral Director, 502 Walton Bldg., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Walter F. Cox. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Hardware trade miscellany. 1/2c up, Pub.

Southwestern Bottler, Milam Bldg., San Antonio, Texas. Merchandising and management articles of trade from Arkansas, Oklahoma, Louisiana, New Mexico. Ruel McDaniel. 1/2c up.

Southwestern Jewelers' Forum, 812 Wholesale Merchants Bldg., Dallas, Tex. (M-10) Interviews with successful retail jewelers in southwestern states. Joe Buckingham. 1/2 to 1c, Pub.

Southwestern Retailer, Wholesale Merchants' Bldg., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. 1/2c to 1 1/2c, Pub.

Spice Mill, The, 103 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. B. F. Simmons. 1/2c to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. 1/2c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful merchandising plans; photos. Ames A. Castle. 1/2c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Short illustrated articles, trade miscellany. Fair rates, Pub.

Successful Dry Cleaning & Dyeing, 105 S. 9th St., St. Louis. (M) Technical and merchandising articles of interest to cleaners and dyers. Irvin Eckman. 1c, Pub.

Tile Talk, 507 W. 33d St., New York. (Bi-M-10) Strong articles on use of tile; also comparing it with other building material 800 to 1000. Edwin G. Wood. 1c, Acc.

Tires Magazine, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. 1/2 to 1c, news items 25c inch, fillers 1/2c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-15) Merchandising articles from toilet goods departments or drug stores, cities over 25,000. Clyde B. Davis. 1c, photos \$1 up, Pub.

Warm Air Heating, 105 S. 9th St., St. Louis. (M) Articles on use of standard equipment of well-known manufacturers of furnaces, also, air conditioning equipment, control and temperature regulators. Paul L. Reed. 1c, Pub.

Wayside Salesman, Waverly Pub. Co., Waverly, Ia. (M) Illustrated business-building articles on and for wayside inns, barbecue stands, tourist camps, roadside refreshment stands, etc. Frank Gruber. 1c, photos 75c to \$1.50, Acc.

Western Barber and Beauty Shop, 312 E. 12th St., Los Angeles. (M) Methods articles concerning Pacific Coast barbers and beauty shop operators. Michael J. Phillips. 1/2c up, Pub.

Western Confectioner, 57 Post St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Florist, 312 E. 12th St., Los Angeles. (W) News and features of successful florists. M. J. Phillips. 1/2c up.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. 1/2 to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete drug business articles. Jerry McQuade. 1c up, Pub.

Window Shade and Drapery Journal, 22 E. 12th St., Cincinnati. (M) Articles on all phases of shade and drapery business, interviews, news items, photos. E. E. Harris. 1/4 to 2c, photos \$2 to \$5, Acc.

Wood Construction, Xenia, Ohio. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art., Pub.

Wood Working Industries, 4th St. at Clinton, Jamestown, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

LIST D

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos \$2, Acc. (Overstocked.)

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action short-stories 3500 to 4500. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. 5th St., Winston-Salem, N. C. (M) Closed market. Bradley Welfare.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. 1/3c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (M) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, editorials 250 to 500, verse 2 to 6 stanzas, fact items, fillers. L. Helen Percy. \$2 to \$2.50 M, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories up to 5000, serials up to 30,000, verse, articles up to 2000. James E. West. 2c up, Acc.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 6 to 8 chapters 2200 each, scientific, success articles up to 300, occupation articles 150 to 1100, successful boys, curiosity, scientific news items, miscellany. D. C. Cook, Jr. 1/2c up, verse 10c line, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each: descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. 1/2c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Rose Waldo. 1/2c to 1c, Acc. (Overstocked.)

Children's Hour, The, 470 Stuart St., Boston. Children's articles, short-stories, drawings, puzzles, music, etc. Rose Saffron. 1/2c up, Pub.

Children's Playtime, The, Insurance Center Bldg., Cleveland, O. (M-25) Educational short-stories 1500. E. F. Schueren. 1/2c, Acc.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$5, puzzles \$1 to \$2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers 1/2c up, fiction 1c up, verse \$5 to \$10, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. No fairy stories. David C. Cook, Jr. 1/2c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 1000, short-stories 1200 to 1500, verse up to 20 lines. W. E. J. Gratz. 1/2c to 1c, verse 15c line, photos \$3 to \$5, Acc.

Every Child's Magazine, 108 N. 18th St., Omaha, Nebr. (M) Boys and girls about 12. Short-stories 2000; travel articles. Few fairy stories. Grace Sorenson. Low rates, Pub.

Everygirl's, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For teen-age girls. Short-stories 2000 to 2500, serials 12,000 to 15,000; out-of-door, sport, camp craft, household, sewing, craft, etiquette articles; foreign girl stories or articles; some verse. Marta K. Sironen. 1/2c, photos \$3, Acc.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, high-school age up. Short-stories 2500 to 3000, serials 5 to 8 chapters, illustrated articles 700 to 1000, fillers 150 to 400, miscellany. Dr. John T. Faris. 1/2c for articles, \$15 up for stories, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, articles, miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$4 to \$5 per M, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 2 to 8 chapters 2200 each, illustrated occupation articles 150 to 800. Inspiration and information material 100 to 300. David C. Cook, Jr. 1/2c up, verse 10 line, photos \$1.50 to \$3, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesome action short-stories 2500, serials 4 to 6 chapters, informative articles 200 to 800. 1/2c, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, miscellany. 1/2c up, Acc.

High Road, The, M. E. Church So., 819 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. 1/2c up, Acc.

Intermediate Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. Wholesome stories for young people, boy and girl characters. Short-stories 2000 to 3600, serials 6 to 12 chapters not over 2000 each; descriptive, travel, biographical, practical articles up to 2000; verse. Noble Van Ness; Novella Dillard Preston. 1/2c, poems \$1 to \$2.50, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, craft articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Acc.

- Junior Boy, The**, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Boys 9 to 12. Wholesome adventure short-stories 1200; serials 2 to 10 chapters, articles up to 1200, verse. Noble Van Ness. $\frac{1}{2}$ c, verse \$1 to \$2, Acc.
- Junior Christian Endeavor World**, 41 Mt. Vernon St., Boston. (W-5) Short-stories 1500 to 2500; very few serials; short articles on children's subjects, curious facts, illustrated arts, 600. P. Anderson. $\frac{1}{2}$ c, Acc.
- Junior Girl, The**, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 12. Adventure, achievement short-stories 1500, serials 2 to 12 chapters 1500 each, verse up to 5 stanzas. Novella Dillard Preston. $\frac{1}{2}$ c, verse \$1 to \$2.50, Acc.
- Junior Home Magazine**, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, Pub.
- Junior Joys**, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. $\frac{1}{4}$ c, Acc.
- Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.
- Junior World**, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M., Acc.
- Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per M., Acc.
- Kindergarten Primary Magazine**, 278 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories up to 500, short verse; articles on child training up to 1500; games, instructive playlets. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.
- Little Learner**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 2 to 5. Short-stories 600 to 800, articles 100 to 300, verse up to 12 lines. David C. Cook, Jr. $\frac{1}{2}$ c up, Acc.
- Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Low rates, Acc.
- Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.
- Mayflower, The**, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.
- Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{1}{4}$ to $\frac{1}{2}$ c, Pub.
- Onward**, Box 1176, Richmond, Va. (W-3) Young people. Short-stories, serials dealing with character development. Lilian W. Curtis. \$3 to \$5 per M., Acc. (Overstocked.)
- Open Road for Boys**, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.
- Our Little Folks**, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.
- Picture Story Paper**, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{3}{4}$ c to 1c, Acc.
- Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50c stanza, Acc.
- Pioneer, The**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. Dr. John T. Faris. Articles 2/5c up, stories \$12 up, photos 50c to \$2, Acc.
- Play Mate**, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 1000 to 2500, poems. A. R. Mueller. 1 to 3c, verse 25c line, Pub.
- Portal**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarland. Fair rates, Acc.
- Queen's Gardens**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each; illustrated travel and nature articles 800 to 1000. Dr. John T. Faris. Articles 2/5c to $\frac{1}{4}$ c, stories \$12 up, Acc.
- Ropeco Magazine**, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. $\frac{3}{4}$ c, Acc.
- St. Nicholas**, 55 W. 42d St., New York. (M-35) Boys and girls 10 to 18. Adventure, animal, historical short-stories 3000 to 5000; verse. Albert Gallatin Lanier. 1c, verse 25c line, Acc.
- Stories**, Presbyterian Board of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800, verse. $\frac{1}{2}$ c, verse 50c stanza, Acc.
- Storyland**, Christian Bd. of Pub., 2712 Pine St., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M., Acc.
- Storytime**, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 9 and parents. Short-stories 300 to 600, articles 100 to 300, verse. Mrs. Ruth Taylor. $\frac{1}{2}$ c, Acc.
- Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ c, Acc.
- Sunbeams**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not over 400, with illustrations. Paul J. Hoh. Fair rates, Acc.
- Sunshine**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories with illustrations not over 400. Paul J. Hoh. Fair rates, Acc.
- Target**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 3000, serials of character development 20,000 to 30,000, articles 1200 to 1500, editorials 500, verse 8 to 36 lines, fact items, fillers 100 to 500. Alfred D. Moore. Articles $\frac{1}{2}$ c up, fiction 1c up, verse \$2.50 up, photos \$1 to \$3.50, Acc.
- Torchbearer, The**, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. $\frac{1}{2}$ c up, Acc.
- Watchword, The**, United Brethren Pub. Society, Dayton, O. (W) Short-stories, serials, for young people, miscellany. E. E. Harris. 1/5c, Acc.
- Wee Wisdom**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Uplifting short-stories 800 to 2500, serials 2500 to 8000, verse, puzzles. Jane Palmer. Up to 2c, verse up to 25c line, Acc.
- Wellspring, The**, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.
- What to Do**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.
- World Friends**, M. E. Church South, 810 Broadway, Nashville, Tenn. (M-5) Children 9 to 12. Brief short-stories 550 to 2100, missionary poems. Estelle Haskin. $\frac{1}{2}$ c, Acc.
- Young Churchman, The**, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15. Pearl H. Campbell. Moderate rates, Acc.
- Young Crusader, The**, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Katherine P. Crane. Moderate rates, Pub. No payment for verse.
- Young Israel**, 11 W. 42d St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 1500, verse. Elsa Wehl. Under 1c, verse \$5, Acc.
- Young People**, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown. $\frac{1}{2}$ c, Acc.
- Young People's Friend**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, essays 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, editorials, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5c line, Pub.
- Young People's Paper**, 1816 Chestnut St., Philadelphia. (W) Teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000. \$4 to \$5 per M., Acc.
- Young People's Weekly**, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials up to 8 chapters, illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.
- Youth**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1 to 3c, verse 25c line up, Acc.
- Youth's Comrade, The**, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages up. Short-stories 2000, serials, articles, miscellany. $\frac{1}{4}$ c, Acc.
- Youth's World**, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. $\frac{1}{2}$ c, photos 25c up, Acc.

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Oriental Stories, 840 N. Michigan Avenue, Chicago, for a time will be published as a quarterly instead of a bi-monthly, writes Farnsworth Wright, editor. "Although the magazine will lean heavily on action-adventure stories, it will also use a few burning love stories of the Orient. The sex angle must be delicately handled, and nothing coarse will be considered. The Orient offers an excellent field for stories of inter-racial love, and also for passionate tales of love where only Oriental characters are concerned. Payment will be made at the rate of one cent a word on publication."

Model Airplane News, 25 W. Forty-third Street, New York, edited by Captain H. J. Loftus-Price, sends the following statement of its present requirements: "Simply written, technical aerodynamic matter, both adult and juvenile, in 3000 to 5000-word lengths. No accident or blood-and-thunder material desired. Payment is on acceptance at one cent a word and \$3 for each picture used."

Battle Stories, 529 S. Seventh Street, Minneapolis, Minn., is in the market for true stories of the World War, primarily in any length up to 6000 or 7000 words, writes D. E. Lurton, associate editor. "These stories should deal with the front-line action exploits of men actually in the service and should be as thrilling as the facts in the case may warrant. A study of recent issues will help the prospective contributor in this field. We are rather partial to the first-person true story of a war experience involving direct conflict with the enemy. We do not want these experiences to start in training camps and finally wind up with just a small bit of front-line action. In many instances, the resourceful writer will find that it is possible to make arrangements with the hero of the war to ghost-write his thrilling experiences for him. We require reasonable proof of the authenticity of such stories and will arrange special rates for them, with our customary prompt payment upon acceptance. Generally, we require pictures of the veteran or veterans involved in the exploits covered."

Hugh Leamy, formerly editor of *The Mentor* until its sale by the Crowell Publishing Company, has succeeded James C. Dericux as managing editor of *The American Magazine*, 250 Park Avenue, New York. Sumner N. Blossom continues as editor.

St. Nicholas, 356 Fourth Avenue, New York, A. G. Jennings, editorial department, reports: "We are planning to use more travel articles—want them about 1200 words. We are also in need of home-life stories of boys and girls about 12 to 14 years, written with humor. Short poems, 8 to 16 lines, with a light, whimsical touch, are also needed."

Screen Mirror, Washington Street and Vermont Avenue, Los Angeles, carries the line, "No manuscripts solicited."

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Keeping the Reader Interested
The Business of Selling Stories
Summary of Your Rating as an Author
Appendix

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Real Detective Tales, 1050 N. La Salle Street, Chicago, though now going in more heavily than formerly for up-to-date fact stories dealing with matters that are more or less controversial—is still buying fiction, writes Edwin Baird, editor. "Any length, from 1000 to 30,000 words, can be used, and we especially want fiction that features detectives who are in the midst of exciting action when solving their mysteries."

The Miraculous Medal, 100 E. Price Street, Philadelphia, is now edited by the Rev. Kieran P. Moran, C. M. Lawrence Flick, Jr., is associate editor. The magazine is in the market for thoughtful but not heavy articles of Catholic interest, 1500 to 2000 words, and clean, clever short-stories of 1500 to 2500 words. No divorce or triangle themes desired, but romance is welcome. A humorous slant is desirable when not forced or overdone. A high literary quality is required. "We do not want the overly 'pious' type of story. If stories have a Catholic setting—which is not required—it must be consistent and correct." At present rather heavily overstocked. Verse in the shorter forms, generally of Catholic atmosphere, is used. Payment is on acceptance at one cent a word for prose, usually about 50 cents a line for verse, photos \$1 apiece. Time required for a report varies from a few days to a month.

Nativity, 114 Madison Avenue, Columbus, Ohio, edited by Boris J. Isreal, using various types of literary material, is operated on a cooperative basis and does not offer direct remuneration for material.

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Edgar L. Cooper's story, "The Devil's Shadow," featured above, is one of three of his complete novels I have placed with The Popular Magazine within six months. His serial, "The Werewolf's Helmet," ran in The Popular from October to January, and I have just signed a contract with an English publisher for it to appear as a book.



The story by Florens Artel Garret you see illustrated and featured on the cover above was one of the first this author sent me. This issue also contains three other stories by my clients.



John M. Henry was unheard of in the fiction field six months ago. I placed one of his first two novelettes with Detective Dragnet and have arranged for a series of these feature stories using Mr. Henry's Manchester Detectives in every other issue of the magazine.

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The World's Work, 244 Madison Avenue, New York, is getting away from articles concerned with current events, and turning more and more to business articles. This does not mean that the magazine is neglecting foreign affairs, but that when it goes abroad it deals with foreign affairs in their relation to American business and American prosperity.

Far West Stories, 79 Seventh Avenue, New York, of the Street & Smith group, is not in the market for manuscripts at present.

The Earth-Pamantul, Columbus, Ohio, has suspended its English section, and now publishes material only in the Roumanian language.

Wallace's Farmer & Iowa Homestead, Des Moines, Ia., is overstocked with serials at present.

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Far East Adventure Stories and *Amazing Detective Tales* have moved from 158 W. Tenth Street to 25 W. Forty-third Street, New York.

Interludes, 2917 Erdman Avenue, Baltimore, Md., does not require contributors to be subscribers or members of the Verse Writers' Guild, of which it is official organ, according to William James Price, editor. At present it needs brief essays on literary subjects and short-stories of not more than 1200 words, cleanly and artistically handled. Poems of not over thirty lines are used, either rhymed or free verse. Payment is made only in occasional prizes.

Musical Observer, 119 W. Fifty-seventh Street, New York, recently informed a correspondent that ordinarily it is interested in stories of musicians and teachers who have overcome handicaps. Mr. Doron K. Antrim, editor, added to this information: "However, we have some articles on hand of blind musicians and would prefer to have an account of some other handicap than blindness at the present time."

Popular Publications, consisting of *Gang World*, *Western Rangers*, *Detective Action Stories*, and *Battle Aces*, have moved from 220 E. Forty-second Street to 205 E. Forty-second Street, New York.

Excitement, 79 Seventh Avenue, New York, is reported overstocked.

All-Fiction, 100 Fifth Avenue, New York, informs a contributor that it does not use air-adventure stories or any stories into which air action enters.

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The above are typical of hundreds of letters, all of similar tenor, which are in my files. More are received every day. If advertising space were not expensive, I'd advertise several pages of appreciative letters from my clients each month, for they come in daily. As it is, I must content myself with reproducing one or two, typical of hundreds; but I shall be glad to send to **sincere** literary workers, sincerely striving for success, some of these letters, with the understanding that they are to be returned to me after perusal. They are letters thanking me for criticism such as their writers never knew could be had; letters concerning sales, letters reporting that this client and that has secured a staff position.

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The American Magazine, 250 Park Avenue, New York, has changed its article requirements somewhat. Summer Blossom, editor, states: "We are no longer in the market for straight career articles. Each article submitted to us should be built around a theme, and that theme should be hung on a person. Thus, we keep our personalized viewpoint. We still prefer the anecdotal treatment—that is, the theme and the person should both be pointed up with illustrations which will drive home to the reader the substance and thought of the article, and the observations and opinions that are being developed. Stuff must be forward rather than backward looking and have a wide, general appeal."

Home Digest returned an article on meatless supper menus with the statement: "Battle Creek dieticians supply this material for us."

Household Guest and Mother's Home Life recently wrote a contributor: "We are oversupplied with all kinds of material. One of our staff writers prepares copy on foods and recipes."

The Radio Syndicate Service, 3806 Beverly Boulevard, Los Angeles, is announced as a new firm supplying material to radio stations for broadcasts. It is interested in seeing manuscripts from established writers and will offer remuneration on a royalty basis.

Bozart & Contemporary Verse, Atlanta, Ga., as a result of the death of the editor, Ernest Hartsock, has been taken over by the Oglethorpe University Press, Oglethorpe University, Ga., and will be edited by Mary Brent Whiteside.

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VERA GREGORY

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Hollywood Nights, *French Follies*, and *Parisian Life*, 880 Bergen Avenue, Jersey City, N. J., edited by Henry Marcus, use material of a decided sex tendency, but are overstocked and desire no further material until further notice.

Best Love Stories—Cupid's has returned to its former title of *Cupid's Diary*, and it is being published monthly instead of semi-monthly at 100 Fifth Avenue, New York.

The American Boy, 550 Lafayette Street, Detroit, Mich., is still overstocked with manuscripts of all kinds, due to its acquisition of the *Youth's Companion* inventory when it took over that magazine in 1929.

The Christian Herald, 419 Fourth Avenue, New York, became a monthly instead of a weekly with the February issue.

Mystic World, 527 S. Clark Street, Chicago, informs a contributor that it makes no payment for manuscripts.

Hollywood nights, *French Follies*, and *Parisian Life*, publications edited by Henry Marcus, have moved from 880 Bergen Avenue, Jersey City, N. J., to 11 W. Forty-second Street, New York. These magazines use sex fiction, but are overstocked.

Outlook, 120 E. Sixteenth Street, New York, while listed as using short-stories up to 3000 words, rarely uses more than 1000 words. It features (usually one in an issue) brief glimpses of life of the short short-story type.

PLAY MARKET

WRITERS' EXCHANGE

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March 10th, 1931.

Authors and Journalists
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* * *

Nelle E. von der Hellen has been supplying the local radio station with a playlet each week.

* * *

Roy A. Elliott is the author of "The Human Racket" in a recent issue of *Gangster Stories*.

* * *

A story by Helen Diehl Olds, "Easter in the Rain," appeared in *The American Girl*.

* * *

"Over to the Enemy," an historical play by R. V. Harris, K. C., was very successfully produced before the Masonic Grand Lodge of Nova Scotia.

* * *

Viola Collins Hogarty is the author of an illustrated article in the September issue of *Pan-American Magazine*, entitled "Fools and Others of Us."

* * *

Edward L. Tilton, who is the architect of some of the most distinguished buildings in the United States, had an authoritative article on "School Libraries" in a recent number of the *Library Journal*.

* * *

The October 12th number of *Dew Drops* contained one of Mildred Houghton Comfort's interesting children's stories, "The Heavy Bag."

* * *

* A series of actual notes on the success-experience of H. C. S. students. Addresses will be supplied on request. Note especially that all kinds of literary material are included.

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The Macaulay Company, book publishers, have moved from 257 Fourth Avenue to 381 Fourth Avenue, New York.

American Poetry Magazine, 358 Western Avenue, Wauwatosa, Wis., confines its acceptances of poetry to members of the American Poetry Society, of which it is official organ.

Street & Smith, 79 Seventh Avenue, New York, are reported to be planning a French-language magazine, issued in America. Ormond Smith, of the firm, is head of the French Institute, an organization devoted to promoting French-language activities in New York.

The Farm Journal, Philadelphia, can use serials only up to 22,000 words.

American Radio and Television Agency, a radio syndicate, has moved from 190 N. State Street to 2730 Windsor Avenue, Chicago.

The Nomad, 150 Lafayette Street, New York, is now edited by Miss Melba Melsing, succeeding Thomas Brodix.

Etude Music Magazine, 1712 Chestnut Street, Philadelphia, edited by James Francis Cooke, uses articles on musical pedagogics and general information with a distinct musical interest, from 150 to 200 words in length. Short fact items and fillers of 100 to 250 words are in demand—no verse or news stories. Payment is on publication at \$5 a column.

Discontinued

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Good Housekeeping, Fifty-seventh Street at Eighth Avenue, W. F. Bigelow, editor, writes: "I can report only one serious change in article conditions, so far as *Good Housekeeping* is concerned. Just now we are not in the market for special articles unless they are very timely and important. I have a drawer full of articles bought last year that I want to use before purchasing anything more. But since rules are only made to be broken upon occasion, I am sure that if any writer, beginner or expert, came along with a bang-up suggestion, I would turn him loose on it."

The Crescent Publishing Company, publishing *Westland Love Magazine* and *Lively Stories*, has moved from 25 W. Forty-third Street, New York, to larger quarters at 71 W. Forty-fifth Street. Rose M. Shipman, editor, announces. "At this time we are launching two new magazines, the titles of which we are not at liberty to disclose. One of these will use analytical and deduction detective stories. Novelettes especially needed—10,000 to 25,000 words. The other will use all types of gang stories. Shorts up to 5000 words; novelettes up to 12,000 words. Rate, for both magazines, up to 1½ cents per word; decisions and payments prompt. Our *Lively Stories* is open for material—sex stories realistically and subtly handled. Shorts up to 4000 words, novelettes up to 12,000. *Westland Love Magazine* is looking for Western stories in which love interest must be uppermost, action in the background. Shorts up to 6000 words, novelettes up to 12,000."

Prize Contests

Detective Story Magazine, 79 Seventh Avenue, New York, announces that a first prize of \$500, second of \$200, third of \$100, twenty of \$10 each, and twenty of yearly subscriptions, will be given for best descriptions of "The Shadow," who will broadcast for ten weeks, from February 7 to April 11, inclusive, over the Columbia Broadcasting Network every Thursday evening at 9:30 p. m., Eastern Standard Time. Each week, "The Shadow" will give a clue as to his appearance, the same clue being printed that week in *Detective Story Magazine*. Descriptions must contain not more than 100 words. They will be judged by the degree of ingenuity displayed in coming to conclusions, by their clarity and conciseness, and by the neatness and general appearance of manuscripts. Descriptions must reach the magazine before midnight, April 25, 1931. The first clue, published February 7, was: "By the mark of the cobra on my chest."

The Atlantic Monthly Press, 8 Arlington Street, Boston, and Little Brown & Company, 34 Beacon Street, Boston, offer \$10,000 as a prize for a novel from 50,000 to 200,000 words in length. Of this sum, \$5000 is an outright prize and \$5000 an advance on royalties. Serial rights may be arranged for separately. The closing date is February 1, 1932.

The Miraculous Medal, 110 E. Price Street, Philadelphia, will in the near future announce a short-story contest for Catholic high-school students.

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Each month two stories are published by writers who have never before appeared in print.

For further particulars, see current issues on the newsstand.

Eaton, Crane & Pike Company, Pittsfield, Mass., during February, March, and April, are offering the Emily Post Letter Writing Contests. For each month there is a first prize of \$150, second of \$50, third of \$25, five fourth prizes of \$15 each, five fifth prizes of \$5 each, and 100 seventh prizes of stationery, with an additional \$850 grand prize for the best letter of the entire series. See magazine advertisements of the company for subjects of the current contests. Letters may be typed or in longhand. There is no length limit. It is stated that letters will be judged solely on what the contestant says. No letters returned. Full name and address must appear on the reverse side of the sheet or at bottom of last page. Address Contest Editor, marking the name of contest plainly.

I. H. Sefton, associate editor of the Colfax (Cal.) *Record*, was the winner of the Plymouth Motor Corporation grand prize of \$1000 a year for life in the recent essay contest conducted by that corporation. The life annuity was earned by Mr. Sefton very easily, according to the account which appeared in the *Record*: "Hearing the contest announced by radio, he got an entry blank from a Plymouth dealer and left it in a brief case beside his bed. Two or three nights later he awakened and began thinking about the contest. He turned on the light and on the back of an envelope in about three minutes' time wrote what he thought would appeal to him in a Plymouth car. The next morning he found his essay a little too long, so he cut out one sentence and three unnecessary words. He then typed the essay at

his desk in the old *Record* office on Grass Valley street. He did not keep a copy of the essay." The winner of the prize under the pen-name of "Sef," writes three "columns" for his paper and sells them to other weeklies. He also writes most of the local news and in his spare time composes poetry.

The International Mark Twain Society, Webster Groves, Mo., offers for its fourth annual contest a prize of \$15 for the best letter on the subject, "My idea of an international literary society." "Letters must reach us by June 1st," writes Cyril Clemens, president.

American Humane Education Society, 180 Longwood Avenue, Boston, offers \$50 in cash as a first prize, \$25 in cash as a second prize, for original short one-act plays illustrating kindness to animals, and suitable for presentation in schools, in a contest ending April 25, 1931. The number of characters is to be not less than five nor more than fifteen. Manuscripts should not be less than 1500 words nor more than 2000 words. Self-addressed envelopes with full postage must accompany entries if return is desired. "If, in the opinion of the judges selected, no manuscripts received are worthy of the prizes offered, no awards will be made."

Scribner's Magazine announces that the \$5000 prize in its long short-story contest, which closed September 20, 1930, has been awarded to John Peale Bishop for his "Many Thousands Gone." Five new writers were discovered. Out of 1672 entrants eleven manuscripts were purchased. This, the editors consider a high average.

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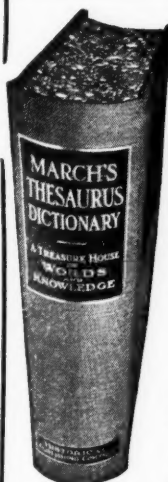
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Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR



Until further notice, *Northwestern Miller, Feed-stuffs and American Miller*, 118 S. Sixth Street, Minneapolis, Minn., will be out of the market for all types of material, according to Carroll K. Michener, managing editor.

The Automobile Trimmer & Painter, 128 Opera Place, Cincinnati, has purchased *Autobody*, New York, which latter publication will be merged with the former with the March issue, under the name of *The Automobile Trimmer and Painter and Autobody*. *Autobody* will be represented by a special section in the combined publication. For the time being, J. Frank Hutcheson, secretary, reports that he is submerged in work and will not be in the market.

With the January issue, *Woodworkers Journal*, 400 W. Madison Street, Chicago, was changed to *Wood Products*. This is a monthly interested in articles pertaining to wood products manufacture, not over 1000 words in length. Payment is made on publication, depending upon value of article. Editor is Milton G. Peterson.

The new address of *Public Works* is 310 E. Forty-fifth Street, New York.

Southwestern Bottler, Milam Building, San Antonio, Texas, Ruel McDaniel, editor, is in the market for a few merchandising and management articles from Arkansas, Oklahoma, Louisiana, and New Mexico. These must be based upon specific interviews with bottling plant owners or managers and describe successful methods actually in use in these plants. No success or "generalization" articles wanted. Rates are ½ cent per word up. Photographs of men interviewed and their plants are acceptable at a moderate rate.

Packing & Shipping, 30 Church Street, New York, according to Joseph C. Coyle, an AUTHOR & JOURNALIST subscriber, was submitted two articles with photographs, one on April 16, 1930, and the other on January 5, 1931. The articles were accompanied by stamped, addressed envelopes. The contributor's letters regarding the manuscript were unanswered until February 14, 1931, when C. M. Bonnell, Jr., president, replied: "Your letter of February 6th was received and we will check our record to determine whether the articles mentioned were used or whether they were destroyed. It is practically impossible to read every article that is submitted to us for acceptance."

The Hoffman Publications, 114 E. Thirty-second Street, New York, have purchased *Beach & Pool*, formerly published by the Lightner Publishing Co., Chicago, and, beginning with the March issue, will merge it with *Aquatics*, under the name of *Beach and Pool and Aquatics*. Charles Wood is editor. Query editor for assignment.

Credit Monthly, 1 Park Avenue, New York, Chester H. McCall, editor, pays 1¾ cents a word for articles not longer than 1500 words, on credit administration.

Coast Investor, 576 Sacramento Street, San Francisco, wishes to publish a series of articles that might be termed "romantic stories of wealth." George P. Edwards, editor and publisher, writes: "We could use such a story one a month—about 1000 words. I would like to have every story different from every other. *Coast Investor* is essentially a people's popular financial magazine. Perhaps some of your readers could supply what we want. The type of story I have in mind is something that appeals to the emotions and yet concerns money. It must not be fiction, but a really true story."

American Rabbit Journal, Box 163, Columbia, Missouri, Adrian J. Gum, editor, will begin publication in May. It will be concerned with the feeding, breeding and housing of rabbits and caviaes. The editor writes: "We are not paying for material to begin with, but when we are permanently established will determine a rate."

Broadcast Advertising, 440 S. Dearborn Street, Chicago, R. B. Robertson, editor, wants articles dealing with advertising over the radio. Readers are advertising men. The editor suggests that writers first query. Payment is made on publication at about 1 or 1½ cents a word.

Materials Handling & Distribution, 420 Lexington Avenue, New York, John A. Cronin, editor pays well for technical descriptions, with plenty of photographs, of handling methods in factories and industrial plants. Advantages in the use of cranes, conveyors, electric trucks or any other means of mechanical handling should be brought out in the article. Special equipment, or new ways of using standard equipment in handling materials should be especially stressed. *Industrial Power*, 608 South Dearborn Street, Chicago, uses similar material.

Welding, 108 Smithfield Street, Pittsburgh, uses technical descriptions of welding operations, either in manufacture of some product, or in maintenance work. Payment is fair and prompt. *Heat Treating & Forging*, published by the same company, pays well for material descriptive of manufacturing or maintenance methods involving heat treating or forging of metals. Both require good photos of operations.

The Spokesman & Harness World, 128 Opera Place, Cincinnati, buys articles with photos showing some unusual or interesting use of a horse, or bringing out the fact that the horse is still preferred to the motor for some interesting work.

EDITORIAL

(Continued from Page 4)

Neither these magazines nor general magazines which use occasional travel articles can be interested in ordinary "guide-book" material—descriptions of places, foreign customs, or the like.

What they are looking for is the fresh viewpoint, or a novel human-interest element. A description of an Arabian village would leave the average travel editor apathetic; but an intimate and lively account of the difficulties of housekeeping with native servants, by an American consul's wife in Arabia found a ready market—to instance one example.

The fact that the travel experiences in foreign lands of Mary Roberts Rinehart and Aldous Huxley have been published in leading magazines does not mean that Mary Jones or John Smith can take a Cook's tour and expect to capitalize on a story of the trip. Famous writers have their followings who will read whatever they write; moreover, to put it bluntly, they can write infinitely more entertainingly than the average Mary Jones or John Smith.

If you must write travel articles, then, cultivate a fresh viewpoint, a deft and whimsical style, and play up unusual, striking phases of your chosen subjects. Secure specific action photographs directly illustrative of your subject. Don't submit postcard views or photographs available to every tourist. Short articles—2000 words or less—are much preferred to longer material. And remember that guide-book stuff is strictly "out."

THE A. & J. MANUSCRIPT SALES AGENCY

For the benefit of clients **The Author & Journalist** maintains an efficient **MANUSCRIPT SALES AGENCY**. Work is carefully considered by competent staff members and every effort is put forth to place work accepted for that purpose.

A reading fee of \$1.00 for the first 1000 words, 25c for each additional thousand, is charged for considering manuscripts. However, this will be waived when any writer has a record of three sales through the Agency.

In case of sale, a commission of 10% is charged. The minimum commission is \$4.00.

Florence Brent Thompson, Oregon, wrote, "The check which I have just received from you in payment for my story, 'The Fate of Bill Laramie,' pleases me tremendously; I agree that the rate is extremely good; frankly, much better than I expected; and I feel that a great deal of credit is due to you for the successful way in which you have handled this."

Chauncey Thomas, Denver, wrote: "Your sale of my 'Heap Bad Kiowa' to Popular Magazine, after you had submitted it to twenty-eight other markets, is a tribute to your persistence in marketing a manuscript in which you have confidence."

Evans Wall, Pond, Mississippi, whose first book, "The No-Nation Girl," we placed for him with The Century Company, wrote: "I shall never forget the debt of gratitude I owe you. . . . Your counsel and encouragement led me to write the book. . . ."

The knowledge of markets possessed by **The Author & Journalist** is greater than that of most writers. We claim no magic formula which will enable us to sell unsalable work. The sales agency guarantees only to devote honest, intelligent effort to selling manuscripts accepted for that purpose. If material lacks sales possibilities we tell you so frankly, and briefly point out why. This does not mean that a full criticism is given. For detailed criticism, see rate schedule on back page.

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Thomas H. Uzzell

Author of stories in *The Saturday Evening Post*, etc., former Fiction Editor of *Collier's*; author of "Narrative Technique."

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